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NOVEMBER 19, 1954

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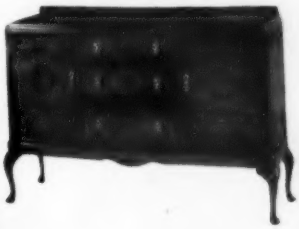

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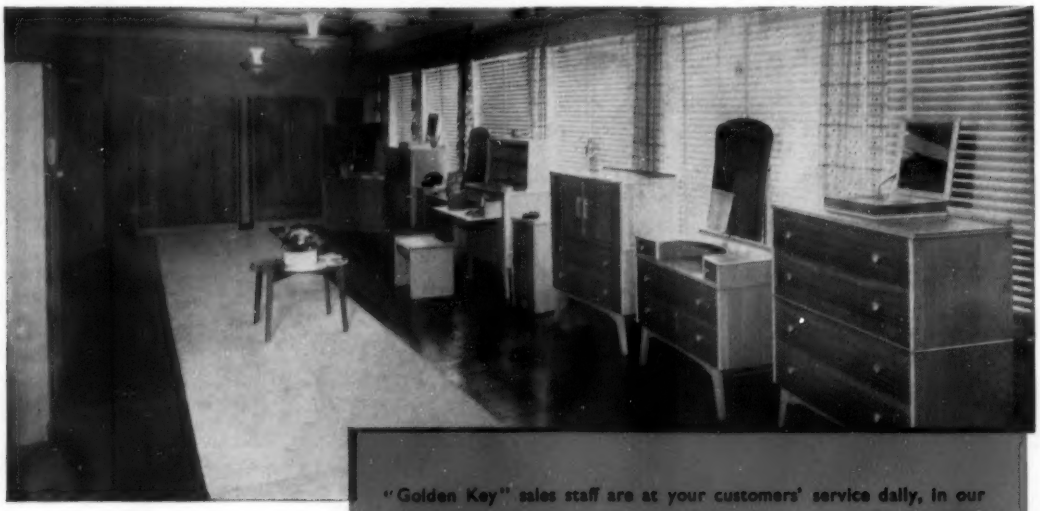

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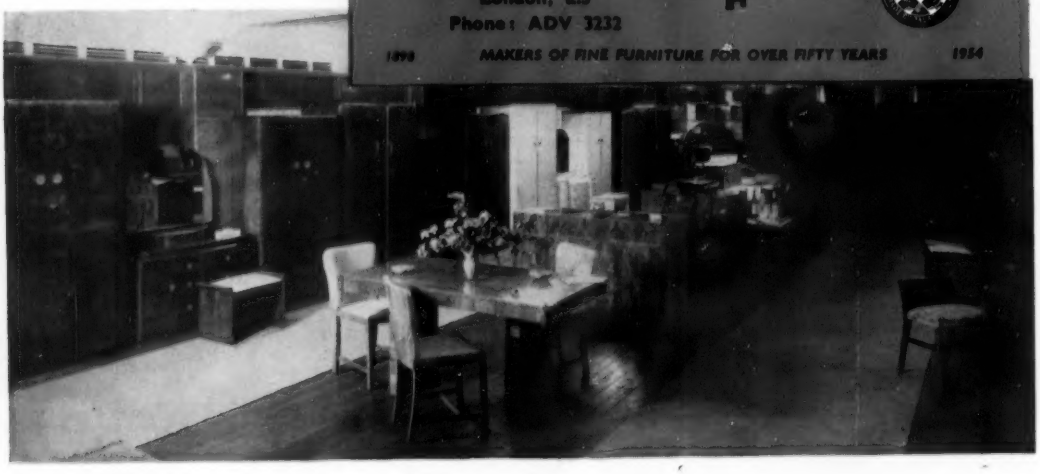

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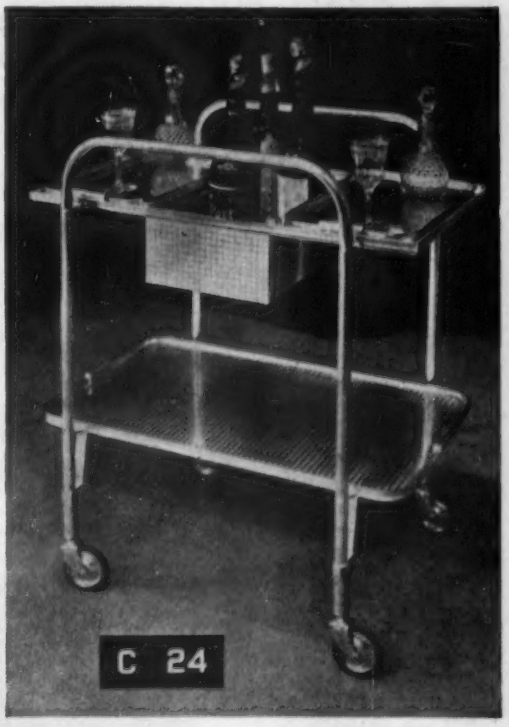

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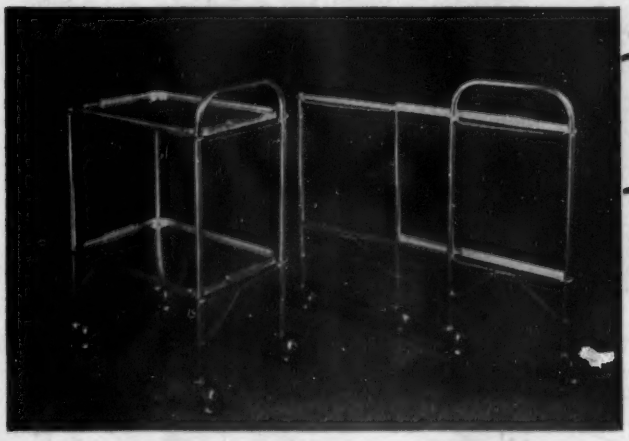

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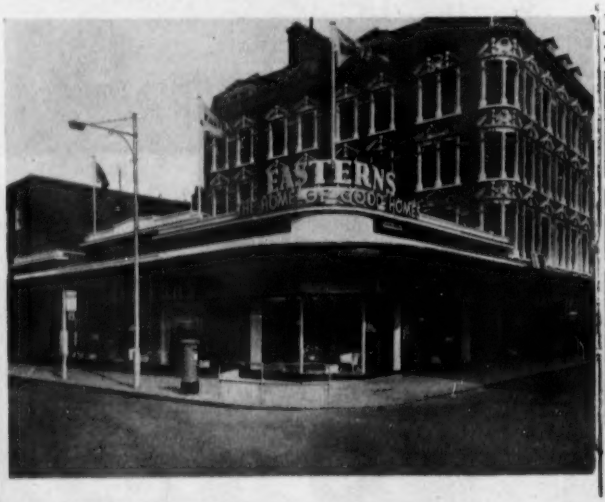

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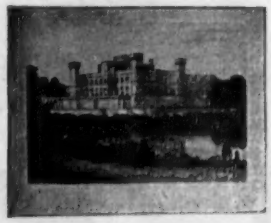

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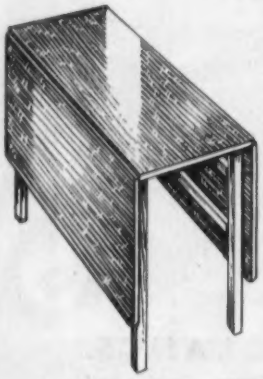

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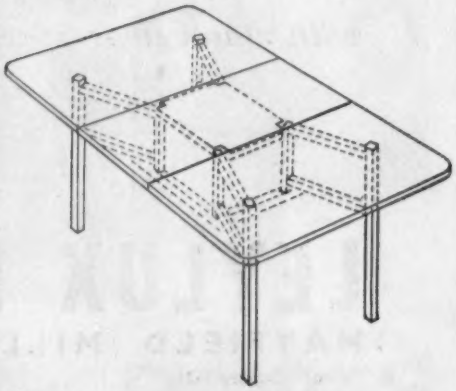

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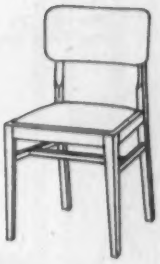

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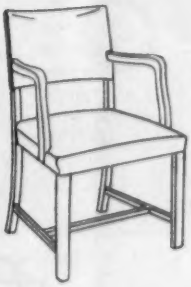

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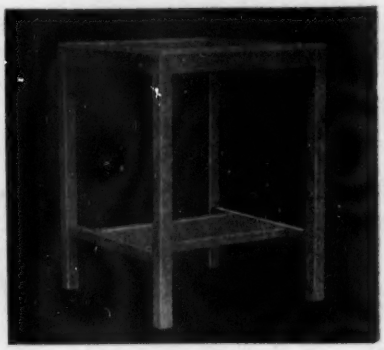

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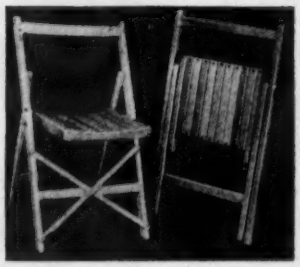

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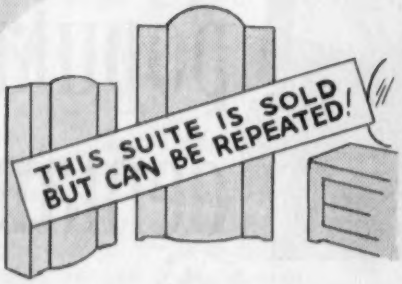

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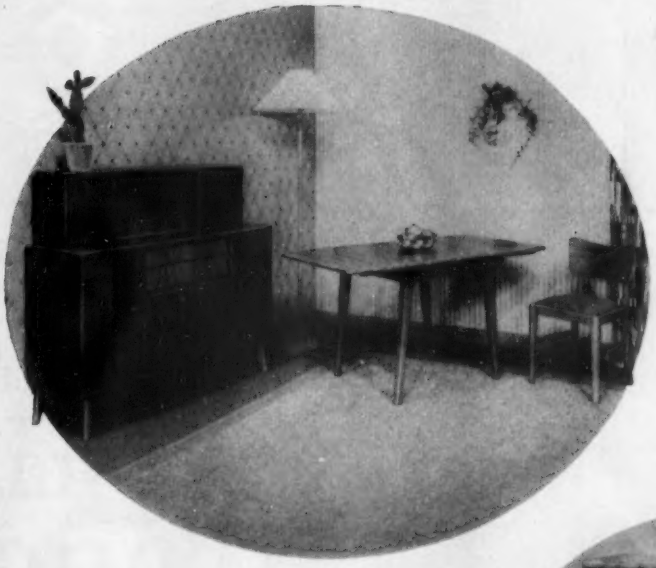

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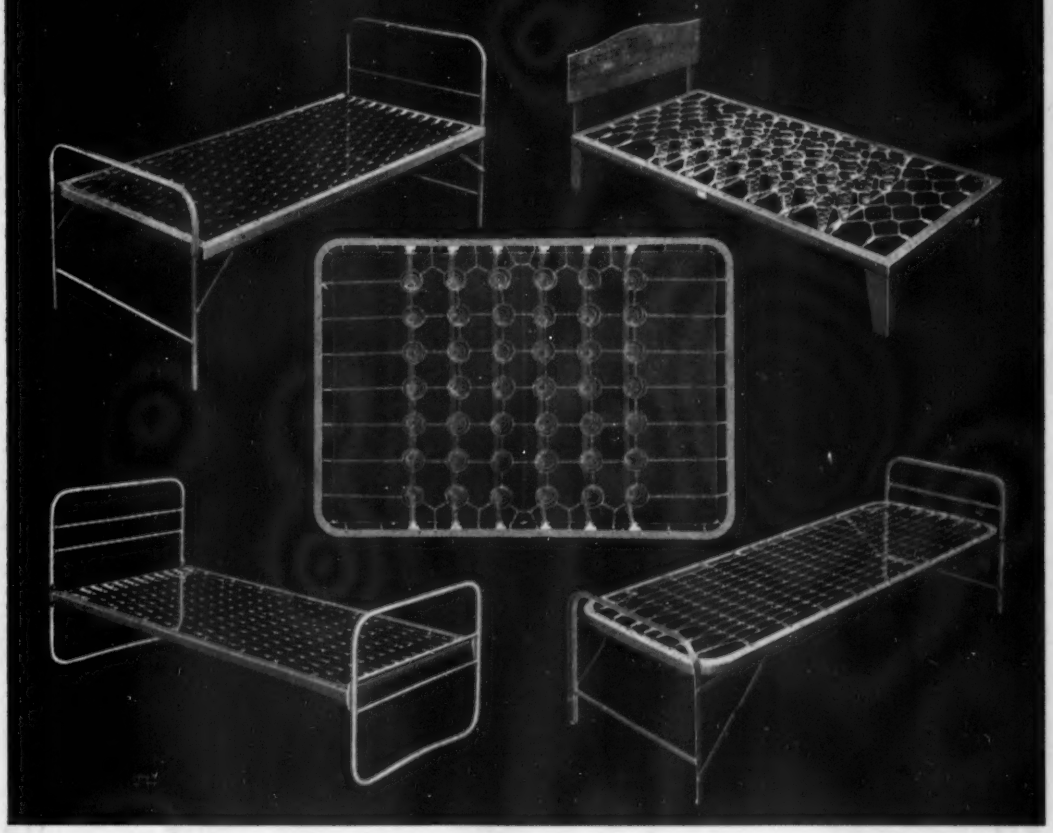

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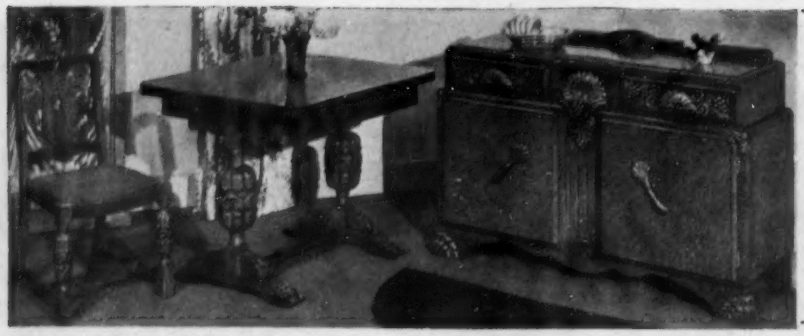

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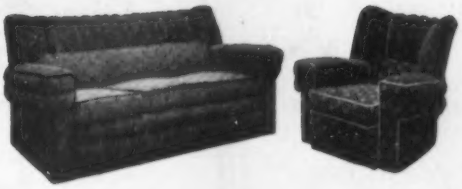

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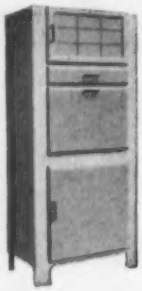

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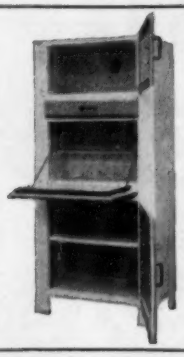

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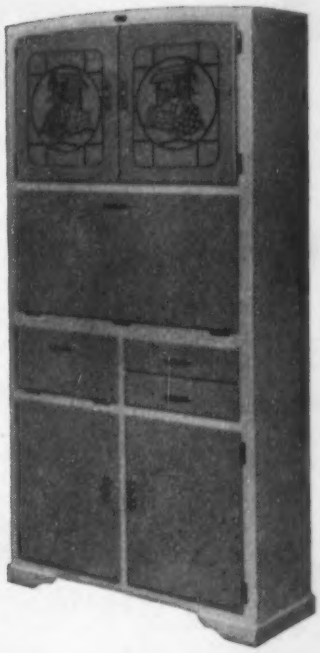

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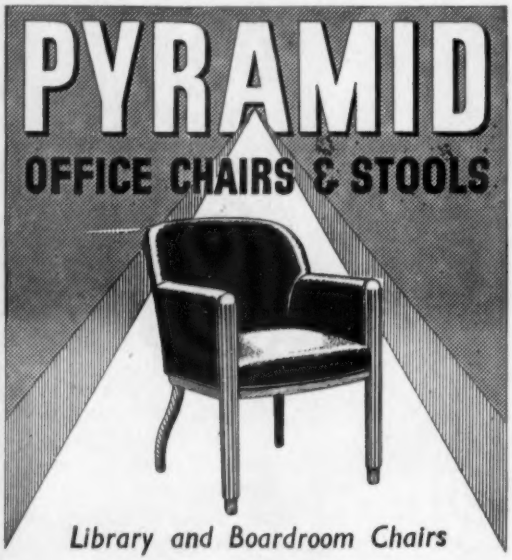

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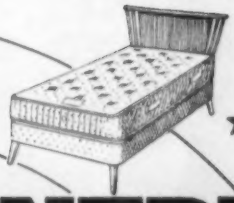

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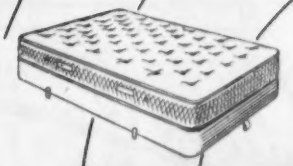
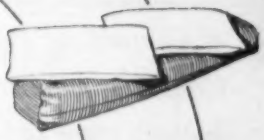

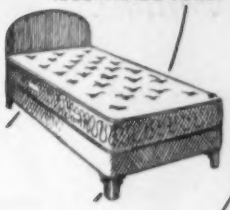

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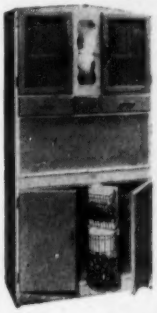

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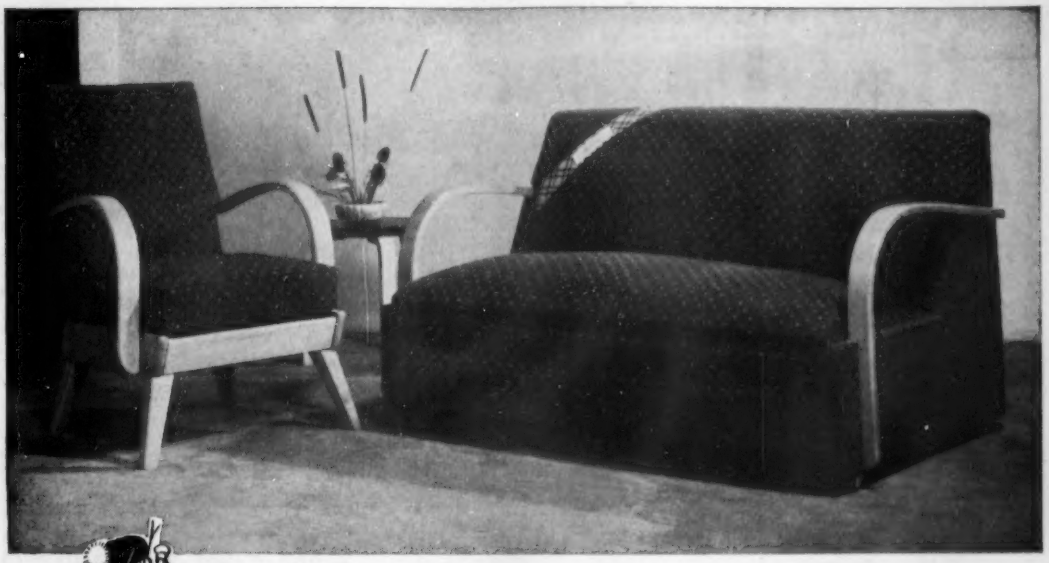

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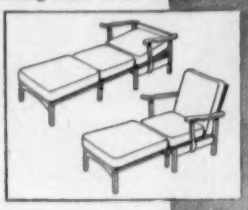

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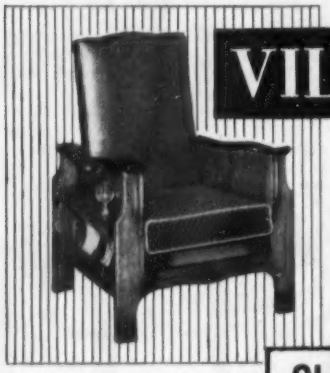

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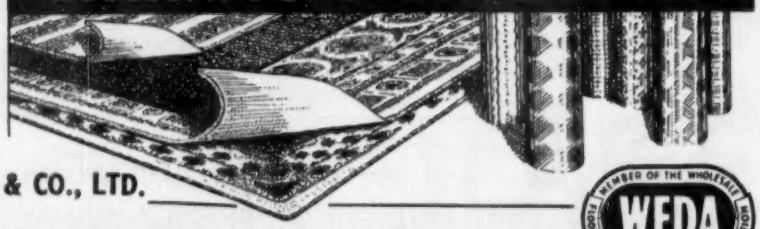

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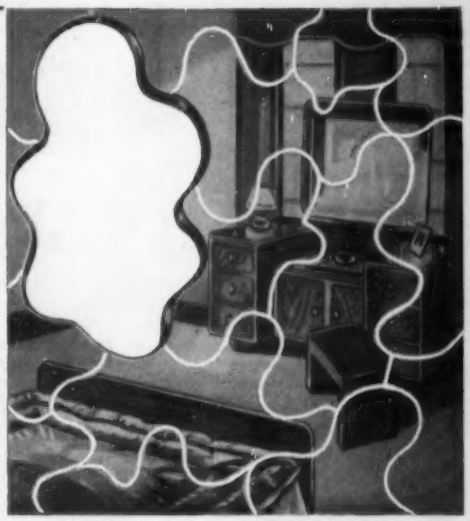

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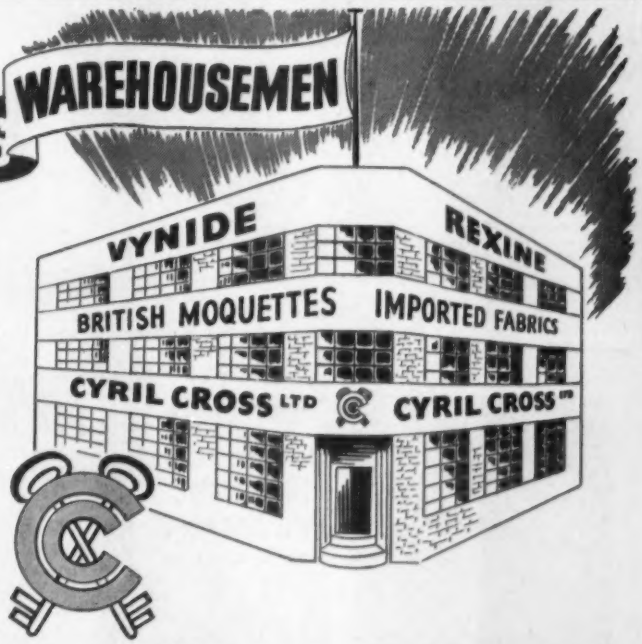

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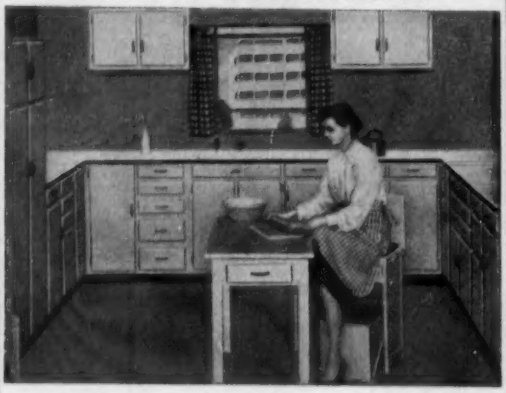

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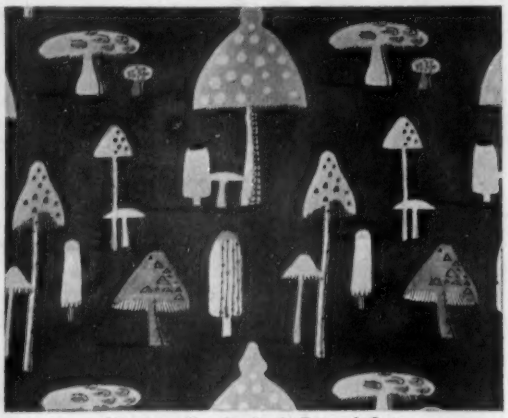

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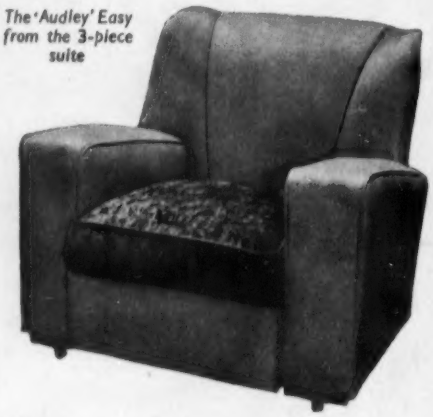

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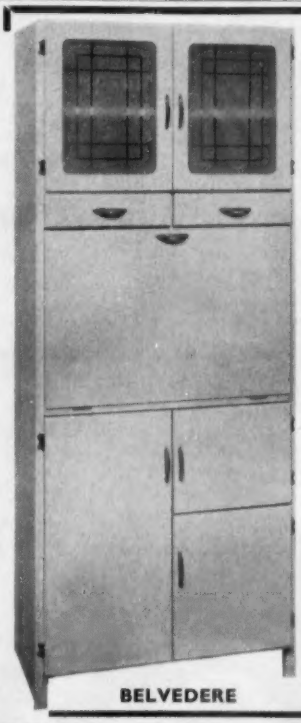

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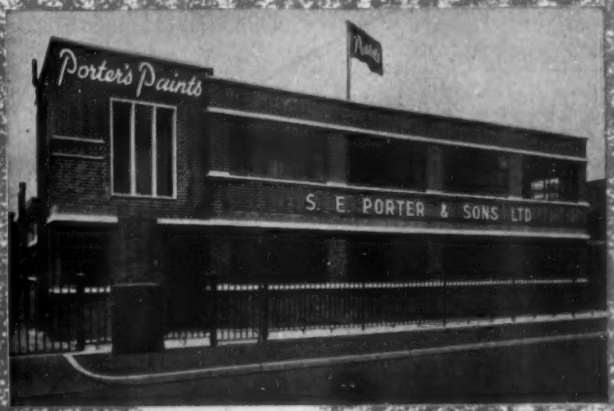

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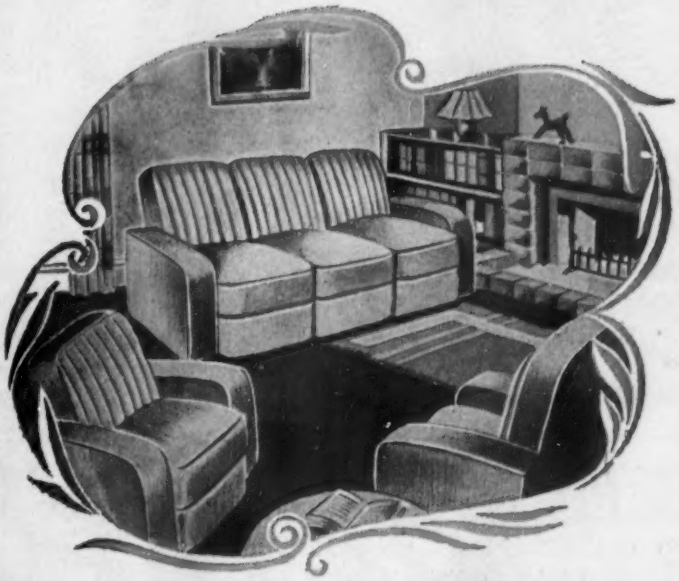

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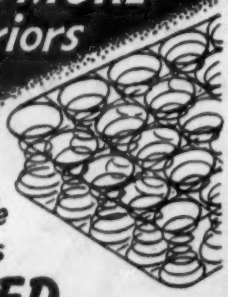

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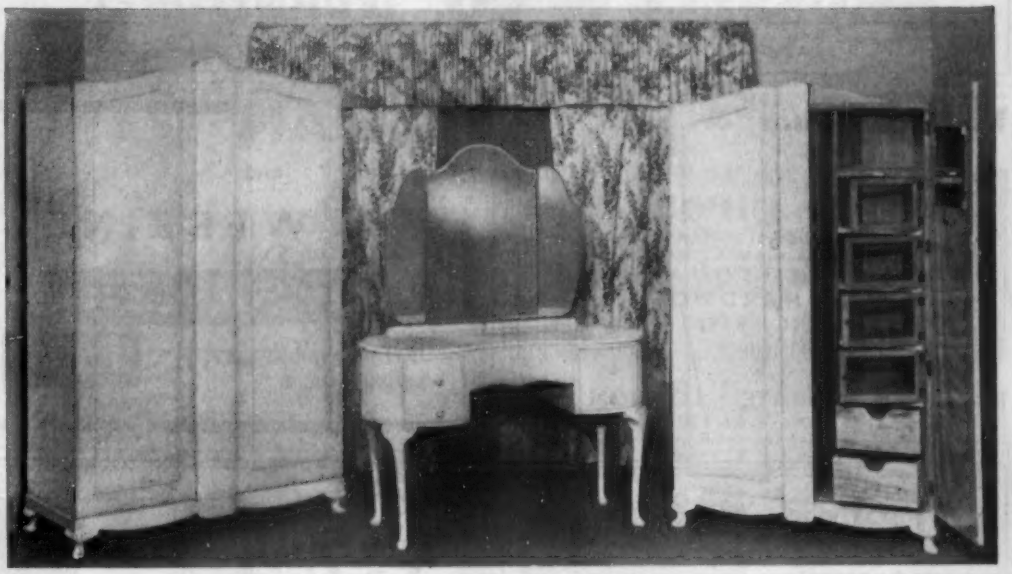

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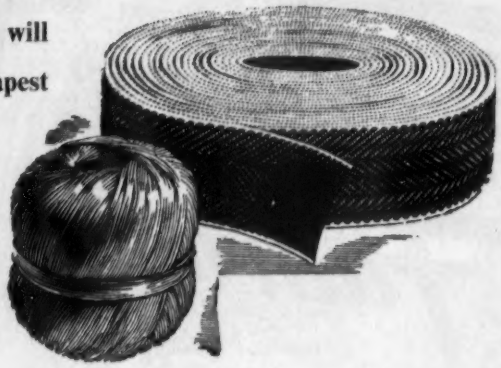

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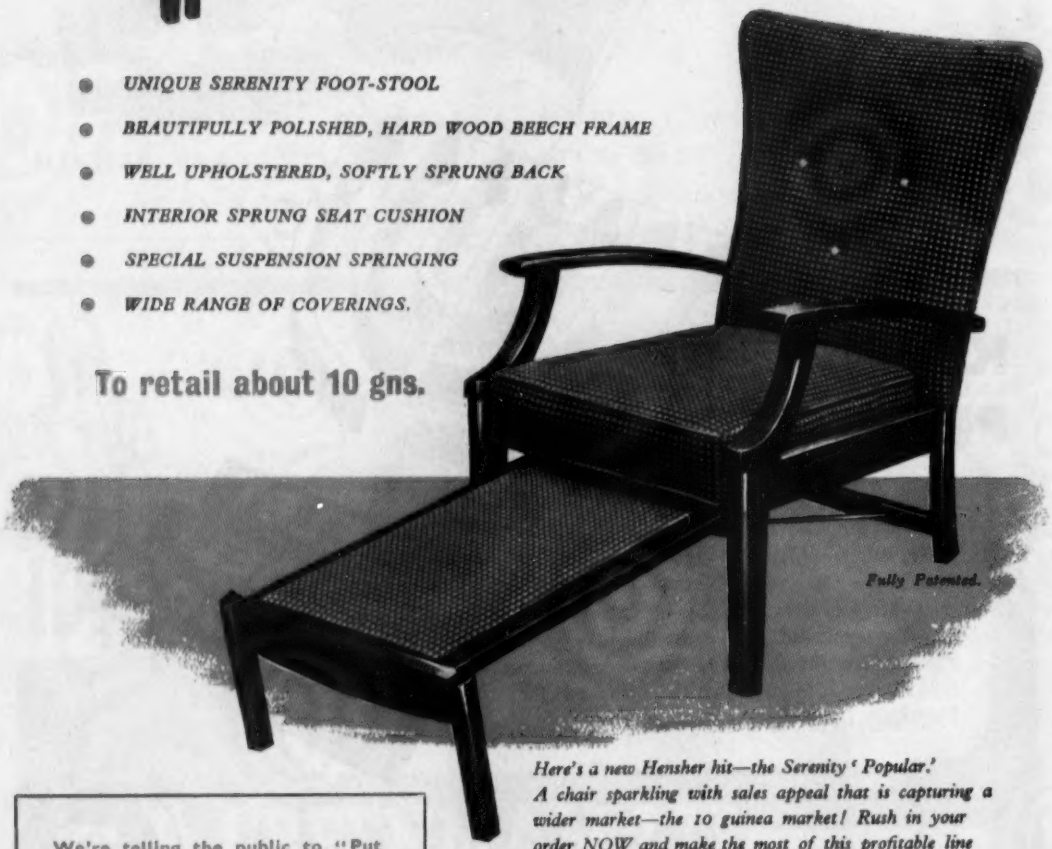

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Vol. XXXVII. No. 721

NOVEMBER 19, 1954

Furnishing World

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Light-Fastness Is Agreed In New Fabrics Standard

COVERS WARP, NON-PILE CLOTHS

THE British Standards Institution has issued British Standard No. 2543 "Woven Upholstery Fabrics."

Originally the specifications it contains were prepared by an agreement between the furnishing fabric manufacturers and the furniture industry as a supplement to the British Standard for Upholstered Furniture (B.S. 1960, Part 5), of which it forms Appendix K.

Available To All

It is now, after further consideration and discussion, published as a separate standard, so that it may be available to the textile industry and others who, while not concerned with the manufacture of furniture, supply fabrics to the furniture industry.

The standard lays minimum requirements for upholstery covering materials (excluding fabrics for loose covers, hessians and linings). Warp-pile fabrics are specified in terms of minimum tensile strength (breaking load) and weight per square yard.

For non-pile fabrics alternatives are provided: they must either comply with constructional requirements specified in the standard or satisfy certain minimum strength tests.

For the first time an agreed standard of fastness to light is specified for both types of fabric, stated in terms of B.S. 1006: "Test for fastness to daylight of coloured textiles."

To qualify for the British Standard certification mark upholstered furniture which is licensed under Part 5 of B.S. 1960 must be covered with fabrics complying with this new standard. No provision has been made for certification marking of the fabrics themselves.

Copies of the standard are available from the British Standards Institution, 2 Park Street, London, W.1, or 12 Hilton Street, Manchester, 1.

At The London Ball

Mr. D. Y. French, F.T.B.A., National President (left) is greeted by Mr. Ralph Shrager, London Area President, at last week's Grosvenor House Ball. (*Other pictures page* 47.)

Sir H. Gillett Is Whiteley Chief

IT was announced on Monday that Sir Harold Gillett has accepted an invitation by the Board of William Whiteley, Ltd., to become the chairman of the company.

Sir Harold, with Mr. Bertram Ogle, who joined the Board last month, will examine the present position with a view to formulating the future policy of the Board.

Management of the store is in the hands of Dale Forty & Co., in accordance with the agreement entered into in September, 1953.

Sir Harold takes the place of Colonel G. S. Brighten, who died early last month. He is chairman (among other companies) of Thomas Wallis & Co., Ltd., and was formerly secretary of the Wholesale Furnishing Textile Association.

ATTLEE OPENS NEW N.U.F.T.O. OFFICES

LAST Saturday morning a new building of modern design called N.U.F.T.O. Hall was officially opened as the London District Office of the National Union of Furniture Trade Operatives by the Rt. Hon. Clement R. Attlee, O.M., C.H., M.P.

Among those present were Mr. C. Hawkins, president; Mr. A. G. Tomkins, C.B.E., general secretary; Mr. J. R. Shanley, and Mr. R. S. Shube, assistant general secretaries, and Mr. B. Rockman, London District secretary and organiser.

The new building, which is at 14 Jockey's Fields, W.C.1, cost £14,500, and has a large demonstration hall on the ground floor with seating accommodation for 250. (*Pictures over page.*)

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FURNISHING FABRICS

Five Firms Combine To Make Tufted Carpets

CONSIDERABLE RESOURCES AVAILABLE

CARPET manufacturers in Kidderminster, Stourport, Yorkshire and Scotland have combined to form a new company, Tufted Carpets, Ltd., the secretary of which is Mr. F. T. Wayne, c/o Production-Engineering, Ltd., 28 Bruton Street, London. W.1.

The new company has been formed by Brintons, Ltd., The Carpet Manufacturing Co., Ltd., John Crossley-Carpet Trades Holdings, Ltd., James Templeton & Co., Ltd., and T. Bond Worth & Sons, Ltd.

It will manufacture and market in Great Britain carpets made by the "needle-tufting process," the pile being sewn into a pre-woven backing by a machine to form tufts instead of being woven in a loom.

The needle-tufting process, said Mr. Wayne, has not up to date been developed to any great extent in this country, although it has reached significant proportions in the United States of America.

"Experience alone will show whether carpets manufactured by this process will enjoy as great a popularity in the British market," he commented.

"Should this prove to be the case, the considerable resources available to this powerful group of five leading carpet manufacturers will enable Tufted Carpets, Ltd. to develop to the full the advantages of large-scale operation which are so essential to the economic production of this carpet."

. . . And Two More Wycombe Firms In Link-up Plan

TWO more furniture firms in the High Wycombe area are to link up closely.

They are Gibbons & Tilbury, of Lane End Road, Sands, and B. North & Sons, of Piddington.

Mr. Arthur Tilbury, head of Gibbons & Tilbury, and his son and junior partner, Mr. Kenneth Tilbury, have now become directors of B. North & Sons—Mr. Arthur Tilbury as chairman and Mr. Kenneth Tilbury as managing director. They join Mr. Douglas North, as a director and secretary of the company.

To Trade Under Own Names

The two firms will continue to trade under their own separate names.

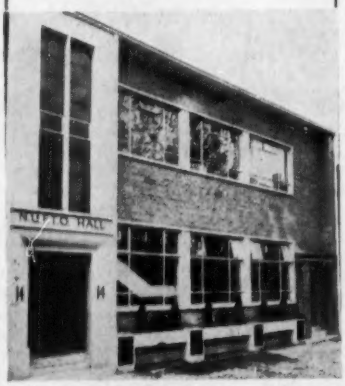
The firm of B. North & Sons, established at West Wycombe more than a century ago, is one of the oldest in the Wycombe area. The firm moved to the present spacious factory at Piddington some years ago, after half a century or more at West Wycombe.

Work will continue as usual on the North range of domestic furniture, fireside chairs, office furniture and contract work.

The firm of Gibbons & Tilbury was founded in 1924 by Mr. Arthur Tilbury, in conjunction at first with Mr. Gibbons, with premises originally in Copyground Lane, High Wycombe, moving to Lane End Road in 1935.

They produce a wide range of chairs.

New N.U.F.T.O. Offices



The new London District Office of N.U.F.T.O. ("World" picture.)

Revised Standard For Divan Bases

THE British Standard for upholstered wood-framed bases and divan type bases—Part 9 (B.S. 1877 : 1954) which has recently been published by the British Standards Institution, was first issued in January, 1953, and has now been revised in order to include provisions for the use of sinuous springing as an alternative to waist type or cone type coil springs.

The various amendments issued since the first publication, including the extension of the standard in May, 1953, to provide for sprung-edge as well as firm-edge bases, have been incorporated in the revised edition.

The standard specifies maximum and minimum dimensions and requirements regarding type, quality and quantity of filling materials and springs; and the method of manufacture and marking, including the use of the Certification Mark.

For divan type bases which are not provided with castors a recommendation has been added that some form of handle should be provided on each side of the divan to enable the housewife to move and handle the article.

Export Orders Pile Up: Firm Can't Get Carvers

WITHIN three weeks of opening the new factory that was to help their export drive an Ipswich period reproduction furniture firm has a shortage of skilled labour, causing unfulfilled export orders to pile up.

"Skilled wood carvers suitable for our line of trade are becoming harder to find than ever," explained Mr. Oliver Howard, proprietor of O. Howard & Son, of Bishops Hill.

"We have advertised for them, but so far we have not been able to find enough of the people we want."

Left to right: Mr. A. G. Tomkins, C.B.E., general secretary, the Rt. Hon. Clement R. Attlee, O.M., C.H., M.P., Mr. R. S. Shube, asst. general secretary, Mr. C. Hawkins, president, and Mr. J. R. Shanley, asst. general secretary, at the opening of the new N.U.F.T.O. Hall. ("World" picture.)

Brown Bros And Taylor To Open 20 Branches In London

LARGE-SCALE development plans have been drawn up by Brown Bros & Taylor, Ltd., furnishers, 76 Brook Street, W.1, to establish a further 20 branches in and around London by February next.

This important expansion policy was revealed to a *World* reporter at the opening of the firm's new branch store at 420 Brixton Road, S.W.9, on Friday of last week.

Another branch was opened on the same day at 164 Uxbridge Road, Shepherd's Bush, W.12.

The new Brixton store, lavishly fitted throughout in New Elizabethan style, has ground and lower ground level showrooms covering a total area of 7,000 sq. ft.

Room Schemes

Ground floor has general displays of furniture, flanked by room schemes set out around the walls. Prominence is given to radio and television sets by avenue displays just inside the entrance leading up to the main furniture showrooms. Departments for bedding, upholstery, kitchen furniture and floorcoverings occupy the lower floor which also provides well-planned offices.

Mr. P. C. Clinton, previously with the Times Furnishing Co., Ltd., has been appointed manager of the Brixton branch.

Mr. C. J. Balfe, formerly with Grange Furnishing Stores (London), Ltd., Kilburn, N.W.6, has now joined the firm as group display manager for the company's existing chain of 70 stores.

Left to right: Mr. C. J. Balfe, newly appointed group display manager, Mr. F. J. Gregory, southern area controller, and Mr. P. C. Clinton, manager of the new branch furnishing store opened by Brown Bros & Taylor, Ltd., at 420 Brixton Road, London, S.W.9.

Customers entering the new Brixton Road store of Brown Brothers & Taylor have to pass through the wireless and television department.

EASTERNS BUY C. & A. DANIELS

IT can now be revealed that Easterns, Ltd., multiple furnishers, 156 Tottenham Court Road, W.1, are the buyers of C. & A. Daniels, Ltd., the Kentish Town departmental store. (News that the store had been sold was given in our issue of November 5.)

This change of ownership now gives Daniels a complete new board of directors (with the exception of Mr. F. S. Mackay, who remains as managing director) under the chairmanship of Col. J. Lipert, O.B.E., head of Easterns, Ltd., together with Messrs. M. Lipert, S. Lipert and S. Hackman, who are all directors of Easterns.

In a statement to a *World* reporter, Mr. Mackay said: "The business of C. & A. Daniels, Ltd., will continue to be run as an independent concern, with its own buyers and with Mr. A. James continuing as general manager."

The disclosure of the identity of the purchasers of this old-established North London store was made at a dance organised by Daniels to aid the Linen & Woollen Drapers' Cottage Homes at St. Pancras Town Hall last week.

Introduced by Mr. Mackay and addressing the staff, Col. Lipert declared that he was happy to say the business would be carried on under its present departmental executives.

Col. J. Lipert, O.B.E., the new chairman of C. & A. Daniels, Ltd., addresses the staff at the store's dance after being introduced by Mr. F. S. Mackay, managing director (right).

New Furniture Section In Edinburgh

A BIG scheme of expansion and reconstruction, including a furniture department and showroom and the removal of a new linen hall, opened a couple of weeks ago, into the main part of the shop is now under way at the premises of J. & R. Allan, Ltd., the large department store on the South Bridge—Chambers Street corner, in Edinburgh. Their first shop on the site was opened in 1796.

The alterations concern the corner site, part of which was taken over during the war and de-requistioned a year ago. The first floor here has been converted into a spacious furniture department and showroom. It was previously a restaurant.

Retailers Urge Direct Approach On Lino Cutting Charge And Fittings

"SOME LOCKS, HINGES ARE TRUMPERY"

DIRECT approach to the Linoleum Manufacturers' Association on the recent increase in the cutting charge, and to the B.F.M. about "cheap ironmongery" on quality furniture, was urged at the annual meeting of the South-East England Area of the National Association of Retail Furnishers, held in London last week.

MR. V. P. DAVIES, the Area's new chairman, described the increase in the cutting charge of linoleum from 10 to 20 per cent as having been imposed by "an edict from the L.M.A."

MR. C. L. KERR said no one liked paying cutting charges at the best of times, but retailers generally thought the increase was an imposition, and they could not understand it.

"In 30 years I have had the fairest treatment from the big lino firms" he added. "I feel, therefore, that this increase must have been imposed rather thoughtlessly. It makes the small firm feel very bitter."

In his view a reasonable approach should be made to the L.M.A., and this "would do the trick."

The fear was expressed by MR. J. H. EASDEN that the increase would play into the hands of the big combine by helping to oust the little man.

The chairman contended that the way in which the increase had been imposed, without proper notification was "very reprehensible to say the least."

Favouring an approaching to the L.M.A. Mr. Davies recalled that the retailers had had a very fruitful meeting with the carpet manufacturers, and had put their complaints across in a friendly way. Round the table much could be achieved.

Whether individual protests would be more effective than an official approach to the B.F.M. was a keen debating point when members discussed poor fittings on cabinet goods. Some of the fittings complained of were handed round for members to inspect.

"Even the most expensive furniture is being sent out with cheap ironmongery for fittings," said Mr. Davies. "Some of the locks, hinges and mirror clips are quite trumpery."

Though he contended good fittings could be supplied at the cost of a few extra shillings, manufacturers argued that such a course would put the brake on production.

Mr. Davies contended that if the manufacturers as a body were convinced that retailers fell strongly on this point then improvements would be introduced.

Election of officers resulted: Chairman: Mr. V. P. Davies, (R. H. Tucker, Ltd.,—S.E.11.); Vice-Chairman: Mr. S. C. Collier, (J. Collier & Sons, Ltd.,—S.W.9.); Hon. Secretary: Mr. C. L. Kerr, (Kerrs of Greenwich, —S.E.10.); Hon. Treasurer: Mr. N. P. Allum, (P. Allum, Ltd.,—New Cross, S.E.14.); Hon. Asst. Secretary: Mr. H. F. Black; Area Council: Messrs. J. S. Allpass, (Hastings, Ltd., —S.W.11.); J. C. Cheeseman, (David Mann & Sons, Ltd.,—Cranleigh); N. C. Cooper, (J. T. Cooper & Sons—Gravesend); L. S. Cobb, (Munro Cobb, Ltd.,—Cliftonville); J. H. Easden, (Chislehurst); H. B. Ebbutt, (Ebbutt's, Ltd.,—Croydon); O. H. Furlong, (Furlongs, Ltd.,—Woolwich, S.E.18.); T. L. Lane, (E. T. Lane & Sons, Ltd., —Horsham); E. W. Longley, (Longley & Co. Ltd.,—Bexhill-on-Sea); A. V. Watts, (Johnson Bros. Ltd.,—Brighton); R. G. Weekes, (R. W. Weekes, Ltd.,—Tunbridge Wells); L. O. Wells, (Wells Bros.—Old Kent Road); National Councillors: Messrs. J. S. Allpass; L. S. Cobb; S. C. Collier; V. P. Davies; J. H. Easden; O. H. Furlong; C. L. Kerr; T. L. Lane; R. G. Weekes.

On the proposition of Mr. S. C. Collier, seconded by Mr. H. B. Ebbutt, it was decided to change the name of the Area from South-Eastern Area to the South-East England Area.

DANGER OF FALLING BETWEEN TWO STOOLS ON EXHIBITION POLICY

WHAT is the attitude of retailers to the British Furniture Exhibition?

This answer was given by Mr. J. S. Allpass, National President, at the annual meeting of the South-East England Area of the National Federation of Retail Furnishers:—

"One thing is clear—retailers still regard the exhibition primarily as a trade exhibition, where, under one roof, they hope to see, comfortably and conveniently, the products of competing manufacturers.

"Does the exhibition still perform this function adequately well? I think that sooner or later the answer might well be 'No.'

Makers Drop Out

"On the one hand we have an increasing number of the public gaining admission, not only during public hours but also, it is suspected, during trade hours, and if this trend was to continue, the trade buyer might well be inconvenienced, and on the other hand more and more of the nationally advertised manufacturers drop out—either to set up their private shows or not to show at all.

"Now unless these manufacturers can be induced back, the exhibition becomes less and less representative of the furniture industry—and consequently less and less attractive to the trade buyer and to such of the public as are admitted.

"We are in danger of falling between two stools, for not only will it need support of the trade buyers but it will cease to be attractive (if it ever was) to the public, with the consequent bad Press the industry will get.

"The ultimate policy will rest, of course, with the B.F.M., but we should be failing in our duty if we did not make our recommendation."

Group Pension Plan For Employees?

A GROUP pension scheme for the employees of all members is now being investigated by the National Association of Retail Furnishers.

Progress towards this "far-reaching proposal of first-class importance" was described by the National President, Mr. J. S. Allpass.

"We have felt that the smaller retailer, and indeed the not-so-small retailer, has been nervous of even considering a pension scheme for his employees, often because he has not known who to go to for advice, often because he thinks that for one or two employees only, the rates would be too high and often because he thinks that pension schemes, for some reason or other, are the prerogative of the large employer.

"There is no doubt that in these

(*continued next column*)

Scheme To Obtain Favourable Rates

(from previous column)

days of staff difficulties, the pension scheme is a very powerful inducement which the larger concerns use to advantage, and in addition to which there is the problem of rewarding the faithful employee who has to retire after many years of service.

"We hope that as a result of negotiations now proceeding, we shall acquire the services, as pension consultants, of one of the leading organisations in the country. Their services will be available to members for consultation and advice, and we hope that working with them we shall operate a group pension scheme for our members.

"By bringing all the individual schemes together under one group insurance we shall be able to obtain rates which will compare most favourably with the largest in the country."

How a Finance Company Can Help With H.P.

PROBLEMS of financing hire purchase accounts were discussed by Mr. H. W. Highman of the Mercantile Credit Co., Ltd., at the annual meeting of the South-East England Area of the National Association of Retail Furnishers in London last week.

Mr. Highman explained two distinct methods of financing hire purchase—direct collection and block discounting.

There were advantages with both systems, and it was up to the dealer himself to decide, perhaps after seeking advice from the finance company.

Under normal circumstances with block discounting the finance company would be prepared to put at least as much capital into a trader's business as he himself had in, and under direct collection quite considerably more.

Discussing business trends, Mr. Highman said: "The general trend, as far as we are concerned, is that the furniture business is increasing every month.

"What I have particularly noticed is the number of old-established houses who have always been cash, but now offer hire purchase terms. In a number of such cases, where originally I have had to meet a board of directors to explain our facilities and they have not always been at all enthusiastic, it has been very satisfying to have their enthusiastic appreciation some months later when results have been proved."

Morleys Double Space For All Furnishings

EXPANSION of the furnishing departments at Morleys Stores, Ltd., departmental store, 472-488 Brixton Road, London, S.W.9, has followed the opening of a new sales-floor extension on the second floor which now gives twice the former display areas for furniture, bedding, upholstery and floorcoverings, plus a newly-equipped and enlarged soft furnishings section (resited from the ground level) and a newly-introduced radio and television department.

Mr. H. A. Holmes, furniture and bedding buyer, who has been in the trade for 25 years and joined Morleys from Derry & Toms, Kensington, W.8, two years ago, told a *World* reporter: "We are still making improvements to the extended sales-floor and plan to instal a series of model furnished rooms early in the New Year."

Snapped at Morleys Stores, Ltd., were Mr. H. A. Holmes, furniture and bedding buyer (left), with Mr. A. Gosnay, carpet buyer. ("World" picture.)

Mr. A. Gosnay, now in his 56th year in the trade, continues as buyer for the enlarged carpet and linoleum departments which adjoin the main furnishing showrooms.

Soft furnishings are bought by Mr. M. Brown.

HARDY'S LEASE CINEMA

THE Golden Domes Cinema, High Road, Streatham, London, has been let on long lease to Hardy & Co. (Furnishers), Ltd. The property has a frontage of 53 feet with an extensive depth.

The letting was done by Hillier, Parker, May & Rowden, 77 Grosvenor Street, W.1.

£600,000 Offer for Blundells

AN offer to buy the whole of the issued capital of Blundell Brothers (Luton), the departmental furnishing store, has been made by Leadenhall Investments and Finance.

The sum involved will be more than £600,000. The directors of Blundell Brothers have recommended the offer to shareholders.

G.U.S. Buy Jones & Higgins

THE offer by Great Universal Stores to purchase the £1 Ordinary shares of Jones & Higgins has been accepted by holders of more than 90 per cent and and has therefore become unconditional.

The offer, which is two is "A" Ordinary (after the one-for-one scrip issue) for every £1 Ordinary in Jones & Higgins, has been extended for an additional 14 days in case any further shareholders wish to accept.

Harrop's to Open in Newcastle

Newcastle's latest furnishing store, in Blackett Street in the city centre, is to be opened this month by John Harrop, Ltd. It will be one of the largest furniture stores in Newcastle with an imposing frontage.

NEW SECTIONS FOR BEDDING, KITCHEN FURNITURE

IMPORTANT developments by Castlewood Furnishers, Ltd., 401-405 Roman Road, Bow, E.3, include the purchase of a [illegible] property (No. 399), opening of new ground floor showrooms for bedding and kitchen furniture, and extension of first floor display space.

The taking over of additional premises now provides the business with a total frontage of 80 ft., and plans are in hand to equip the newly acquired property with a shopfront to marry-up with the existing showroom windows. It is hoped to proceed with this in the very near future.

Mr. Spencer Davis, managing director, and Mr. Leslie Edwards, manager and buyer, in the new showroom extension of Castlewood Furnishers, Ltd. ("World" picture.)

At the annual dinner and dance of the Birmingham and West Midlands Furniture Manufacturers' Association. Left to right: Mr. W. D. Pearsall (Wellington Industrial Finishes, Ltd.), Mr. D. Howe (managing director J. G. Cracknell [Furniture] Ltd.), Mr. E. H. Dean (chairman of Cracknells) and Mr. F. G. Scarff (Irvin & Sellers, Ltd., timber importers, Solihull).

The President of the Birmingham and West Midlands Furniture Manufacturers' Association, Mr. E. Millington Jones, and his wife.

Left to right: Mr. Kenneth Reid, secretary Birmingham F.M.A., Mr. E. L. Salkield (Owen Thornhill, Ltd.), Mr. C. A. Lakin (chairman, B.F.M).

They Came From All Parts To The Birmingham Ball

WELCOMING the guests at the annual dinner and dance of the Birmingham and West Midlands Furniture Manufacturers Association in Birmingham last week, Mr. E. Millington Jones, the president, said he was pleased to see such a notable gathering of trade personalities.

Replying to Mr. Jones's toast of "Our Guests," Mr. Arnold Moore, president of the Northern Furniture Manufacturers Association, said that the guests appreciated the first-class entertainment.

Among the distinguished guests at the function were: Mr. H. R. Hoskins, vice-president of the B.F.M.; Mr. C. A. Lakin, chairman of the B.F.M.; Mr. F. D. Welters, vice-president B.F.M. and president of High Wycombe Furniture Manufacturers Society; Mr. E. C. W. Morrant, president Bristol and West of England F.M.A.; Mr. V. N. Radford, president Nottinghamshire and East Midlands F.M.A.; Mr. W. Isaacs, president North-Western F.M.A.; Mr. E. N. Kenmir, president Durham and Northumberland F.M.A.; Mr. Rayner Stephens, chairman of the L.F.M.

Celebrating his 81st birthday on the same day was Mr. A. Lakin, senior, father of Mr. C. A. Lakin.

THE "HOW AND WHY" OF TRAINING SALESMEN

A TALK on "It all depends on what you mean by Salesmanship" was given by Mr. Charles C. Knights, F.S.M.A., F.I.P.A., chairman of the Incorporated Sales Managers' Association, London branch, at a meeting in Leeds which was attended by a great number of furnishers. Mr. Henry J. Sutcliffe, hon. treasurer of N.A.R.F., was in the chair.

Mr. Knights said that training was essential to-day to improve selling technique.

Careful analysis of timed reports was essential to the achievement of a higher proportion of selling to non-selling time.

Similarly, sales figures were analysed for "worthwhileness." The object here was to utilise the selling time to best advantage.

F.T.B.A. Elects Officers

THE fifty-first annual general meeting of the Furnishing Trades' Benevolent Association was held at Bouverie House, 154 Fleet Street, London, E.C.4, on Tuesday. The National President, Mr. Douglas Y. French, M.B.E. presided.

The honorary treasurer, Mr. Louis H. Lebus, was re-elected, and the vice-president, Mr. H. B. Crole-Rees, and the lady vice-presidents. The honorary lady wardens of the Children's Home and Convalescent Home were also re-elected, and two new lady wardens appointed: Mrs. D. Y. French, and Mrs. Rayner Stephens. Elected to the executive committee were: Mr. L. F. Harraway, Mr. S. G. J. Keen, Mr. R. Shrager, and Mr. R. H. Woolley.

Notts Ball Made £340

An interim statement of accounts issued by the Nottingham area F.T.B.A. reveals that the Kingsleigh Ball and prize draw held in Nottingham on October 26 has to date realised a profit for the Fund of £340, compared with £275 the previous year. The twopence per week scheme for the period January to June has brought in £138. This scheme, which continues to make progress, was introduced in October, 1953, and for the final quarter of last year made £54.

Newcastle Set £1,750 Target

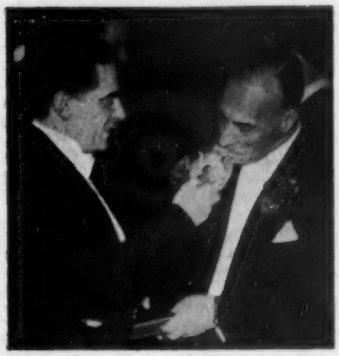
THE Newcastle upon Tyne and Northern Area of the F.T.B.A. has set itself a target of £1,750 for the current year, which is the highest in its history. Members are confident that the total will be reached because since the war their contribution to the Association has steadily increased until it reached £1,500 last year.

Mr. M. Barker, the hon. secretary and treasurer of the Area, told *Furnishing World*: "Among the money-raisers which are taking place is a Christmas competition and a football sweep which raised £200 alone last year. Our big event of the year will, of course, be the annual dance, which is to take place on March 30."

Manchester Dance

The Manchester Area Branch of the F.T.B.A. is to hold its annual gala dance at the Manchester Assembly Rooms, Cheetham Hill Road, Manchester, on Thursday, December 9, from 7.30 p.m. to midnight. Tickets (4s. 6d. each, inclusive of light refreshments) can be obtained from the secretary, Mr. J. Caldwell Jones, 74 Corporation Street, Manchester, 4.

"World" Pictures Taken At London Area's F.T.B.A. Ball



Mr. Oliver Lebus lights a cigarette for his fellow vice-chairman Mr. George Hensher.

Caught by "World" cameraman are (left to right) Mr. Edmund Cohen, Mr. G. Kalis and Mr. Joseph Lebetkin.

Mrs. Ralph Shrager (left) and Mrs. Harold Bender who did so much to make the evening a success.

The Ladies' Committee of the London Area.

The Gentlemen's Committee; fourth from left in the front row is London Area President Mr. Ralph Shrager.

Mrs. French, wife of the National President, draws a winning ticket from the drum. On the left is Mr. Morris Steinberg, organiser of the draw, and on the right is Mr. Harold Bender, the hon. secretary of the London Area.

THESE WERE THE PRIZE-WINNERS

Below is the list of prize-winners in the Free Draw organised in connection with the F.T.B.A. London Area Committee's Grosvenor House Ball. The names in brackets are those of the ticket-sellers.

1st prize, motor car, Mr. Jack Kalms, Edgware (J. Lebetkin); 2nd, motor cycle, Mr. Fred Lockwood, London, E.3 (Henry Wilkin); 3rd, bedroom suite, A. Burcombe, London, W.1 (Jack Summers [Timber], Ltd); 4th, bedroom suite, A. W. Tolley, Watford (S. Hille & Co., Ltd.); 5th, three-piece suite, Mr. Nutting, Tottenham (Stonehill Furniture, Ltd.); 6th, three-piece suite, Mr. G. Ambrose, Hendon (Hercules Upholstery, Ltd.); 7th, dining-room set, Mr. Bennett, Enfield (Shrager Bros., Ltd.); 8th, dining-room set, Miss E. Cubberley, Wood Green (Hampton & Sons, Ltd.); 9th, bed-settee, Parslow Furniture, Ltd., High Wycombe (Woodcrafts [Ilford], Ltd.; 10th, bed-settee, Mr. A. Golding, Stratford (Shrager Bros., Ltd.); 11th, kitchen cabinet, R. Schoch, Fulham (Mr. Creed Martin); 12th, kitchen cabinet, Mr. Langsten, Edgware (N.U.F.T.O.).

Autumn Sales Figures Show Increase On Last Year

SALES of furniture and furnishings by all retailers during September were at a considerably higher level than in 1953, states the "Board of Trade Journal."

Detailed results for some large scale retailers again showed the greatest increases were in sales of furniture and bedding, with considerably smaller rises in sales of furnishing fabrics, household textiles and floor coverings.

Percentage increases in the value of sales of furniture and furnishings, compared with a year ago, on cumulative weekly figures from February to September inclusive, were 11 for both large retailers and independent retailers. (In the Board of Trade figures the term "large retailer" denotes department stores, multiples, and retail co-operative societies). Other figures for large retailers were: furniture and bedding 13; furnishing fabric and household textiles 6, and floorcoverings 6.

These percentage changes were shown over the various areas for weekly sales in September by large retailers compared with a year earlier:

	Scotland	North East	North West	Midlands	South of England	Wales and Monmouthshire	London-Central and West End	London-Suburban	Great Britain
Furniture and furnishings ...	+26	+17	+12	+19	+14	+ 2	+ 5	+17	+14
(i) Furniture and bedding ...	...	+32	+ 8	+23	+19	+ 4	+13	+17	+15
(ii) Furnishing fabric and household textiles ...	...	+ 5	+ 6	+ 3	+ 3	− 1	+ 2	+ 6	+ 4
(iii) Floor coverings ...	...	+ 9	+ 2	+20	+ 3	+ 2	+ 4	+ 6	+ 4

BENMAX CASE: JUDGMENT RESERVED

THE House of Lords on Thursday of last week reserved judgment in an appeal which sought to establish the validity of a patent granted in 1944 for "Improvements in or relating to the upholstering of furniture." (A report of the first day's hearing appeared in last week's issue.)

Sydney Benmax, of Watchfield, Chiswick, appealed from an order of the Court of Appeal reversing a decision of Mr. Justice Lloyd Jacob that the patent was valid and had been infringed by the Austin Motor Co., Ltd., in the production of their A40 and A70 cars.

The Court of Appeal held that the patent was invalid as being "obvious" and the mere use of a known contrivance.

Mr. K. E. Shelley, Q.C., continuing his argument for Mr. Benmax, submitted that it was irrelevant that somebody had used a similar device with non-upholstered seats, where there was no problem of tension. The particular problem in securing coverings of upholstered seats was tension. The Court of Appeal were wrong in "lumping together" the pieces of knowledge previously existing to show that a device was obvious.

The Hon. Charles Russell, Q.C., for the Austin Co., said the question for decision was: Was the invention new? It had been said that although a similar method of attachment had been used with the back of the Lincoln "Zephyr" seat the back was not "upholstered." He claimed that the padding used came within the definition of "upholstery."

There was no evidence of any problem over tension with upholstered articles which did not arise with non-upholstered articles. Austin's themselves had used the prong method to secure the felt covering of their toeboards and it was their own prior use of that method of attachment which led them to use it for the A40 seat. The direction of the prongs, he submitted, did not involve any invention.

Mr. Kenneth Johnston, Q.C., following, said Mr. Benmax's patent covered wooden furniture also, and if it was a good invention one would have expected evidence about its use in the furniture trade, but there was no word about that.

Replying for Mr. Benmax, Mr. Shelley argued that the crucial point was the inference to be drawn from the fact that the company used several methods and adopted Mr. Benmax's method after the publication of the patent. The proper inference, he suggested, was that the company did not think of it.

Judgment was reserved.

SURVEY OF

THE National Association of Retail Furnishers have now published the figures resulting from their enquiry into trading results and operating expenses in 1953.

It was thought particularly desirable to conduct such an enquiry into the trading operations for 1953 as that was the first full year in which the trade was entirely free from Government controls.

The questionnaires were sent out to all members about mid-May and the closing date for the return of completed forms was end of June.

The data used in the summary relates to 113 businesses trading in 204 establishments. The majority of returns were from members whose sales were predominantly for cash, **consequently the low ratio of hire purchase and credit sales as shown in the summary is a somewhat biased average.**

A.M.U. Label Will Help Repairers

PUBLICITY for the new A.M.U. label was promised by Bristol members who attended a meeting of the West of England Branch at Taunton last week.

Present at the meeting was Mr. Francis H. Vaughan, general secretary, who commented on the need for the labels to be linked with members' advertising, whether individual or collective.

Both Mr. F. C. Dury, chairman, and Mr. W. Ewart Kift said that Bristol members had this in mind and that the labels would be featured in future advertising.

Mr. Kift agreed with other members on the value of purely local advertising in such media as church magazines. He had no doubt that reference to the label in magazine advertisements would pull because it would act as a talking point and thereby prove beneficial.

A query was raised by Mr. W. J. Larsen (South Molton), about the value of the label where repair work only was being done. Mr. Dury said experience had already proved that the label could be effective in relation to that type of work.

It was of particular importance in cases where members had to combat low-price offers by other repairers in the district, and he strongly advised the use of the label by members who concentrated on repairs only.

RETAILERS' TRADING RESULTS AND OPERATING EXPENSES IN 1953

	TURNOVER GROUPS									
	Under £25,000		Between £25,000 & £50,000		Between £50,000 & £100,000		Over £100,000		Multiples	
	1953	1950	1953	1950	1953	1950	1953	1950	1953	1950
	%	%	%	%	%	%	%	%	%	%
Part I—Trading Account										
1. Cash Sales	72.50	83.68	70.30	81.52	73.42	83.26	73.75	83.28	34.40	25.77
2. Hire Purchase and Credit Sales	27.50	16.32	29.70	18.48	26.58	16.74	26.25	16.72	65.60	74.23
3. *Total Net Sales*	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
8. *Less* Cost of Goods Sold ...	75.16	75.86	75.58	76.68	74.83	76.84	75.72	76.55	70.80	70.73
9. *Gross Margin*	24.84	24.14	24.42	23.32	25.17	23.16	24.28	23.45	29.20	29.67
10. *Add* Discounts Received ...	1.02	0.83	0.90	0.84	1.32	0.85	1.43	0.95	0.99	0.98
11. *Total Gross Profit*	25.86	24.97	25.32	24.16	26.49	24.01	25.71	24.40	30.19	30.65
Part II—Operating Expenses										
Remuneration:										
12. Managerial (see Note 2) ...	Information not asked for.		4.78	3.60	3.97	3.78	1.69	2.21	2.22	0.86
13. All other employees (including National Insurance) except transport and productive workers			7.04	6.87	7.34	5.64	7.86	6.46	9.25	7.50
14. Total remuneration			11.82	10.47	11.31	9.42	9.55	8.67	11.47	8.36
15. Rent, Rates, Lighting, Heating and Power of business premises occupied (see Note 2)			2.82	1.97	2.02	1.68	2.38	1.81	3.36	2.19
16. Delivery Expenses (including transport wages)			2.24	2.17	2.01	1.78	1.65	1.74	2.47	1.56
17. Advertising and Publicity ...			0.95	4.75	0.89	5.16	1.45	4.61	0.69	5.49
18. All other trading expenses ...			3.83		3.39		3.74		3.98	
19. *Total Operating Expenses* ...			21.66	19.36	19.62	18.04	18.77	16.83	21.97	17.06
Part III—Miscellaneous Statistics...										
Increase of 1953 Total Sales over 1952	0.49		2.47		8.65		9.23		12.39	
Increase of 1953 Hire Purchase and Credit Sales over 1952 ...	12.20		12.85		6.48		23.47		22.63	
Number of Directors, Partners, etc.			2.15		2.11		2.48		4.50	
Number of Productive Workers			5.18		9.00		26.52		12.50	
Number of other employees (excluding transport workers) ...			8.21		14.07		57.26		185.00	
Average remuneration per employee (*excluding* Productive and Transport Workers, Directors, Partners, etc.)			£331		£387		£385		£404	
Average Sales per person (*including* Directors, Partners, etc., but excluding Productive and Transport Workers) ...			£3,671	£4,512	£4,858	£5,524	£4,639	£6,995	£4,265	£5,329
Percentage of Closing to Opening Stock	95.78		103.38		100.37		105.97		106.07	
Rate of Stockturn (cost of goods sold divided by Closing Stock)	3.22		2.87		3.53		4.57		4.62	
Average number of shops per Member			1.35		1.43		2.15		17.5	

Notes: 1. In Parts I and II the percentages are based on the average total sales of each Group.

2. Owing to changes in grouping between the 1950 and 1953 returns the following two items in Part II may not be precisely comparable:—

(i) Remuneration—Departmental or Branch Managers are included in item 13 in 1953 but were probably in item 12 in 1950.

(ii) Lighting, Heating and Power is included with Rent and Rates in item 15 in 1953, but was in item 18 "All other trading expenses" in 1950.

Viewpoint

IT is believed in some quarters that Purchase Tax may end in the not very distant future. Whether there is any solid foundation for that belief we do not know, but it is not improbable that sooner or later the system of Purchase Tax will, in fact, be abandoned in favour of a new form of raising revenue.

What will happen then?

★★ According to MR. T. S. MARSHALL, chairman of the South-West Area Council of the National Chamber of Trade, retail traders will be left holding some £80,000,000 worth of goods on which Purchase Tax has already been paid. And they will have to bear the whole of this intolerable burden unless some scheme has been worked out.

This is the sort of problem that is too often pigeon-holed. Efforts have already been made to evolve a scheme of reimbursement when Purchase Tax is lowered on individual articles but since there is evidently a possibility of the tax being abolished altogether, we urge that now is the time when every trade association in the country should give most careful consideration to any plan that might prove workable.

It is useless to wait until the Chancellor announces the end of P.T. Then it will be too late.

"Free" Gifts

HERE they come again—those offers of "free" gifts by furnishers trying to attract additional trade.

Following the "free" laying of linoleum and carpeting, making of loose cushions and so on, and the offer of "free" rugs, fireside chairs and other small articles, we are now presented with the picture of one furnishing firm offering a "free" hamper of food with every furniture order of £50 or more. We are told that some of the most attractive goods in the hamper consist of tins of fruit!

This is an unlovely spectacle. In the first place we cannot believe that many customers would be persuaded to furnish or re-furnish a room for the "gift" of a few tins of fruit and a jar of marmalade.

Secondly, it must be obvious to most members of the public that these "gifts" are *not* free. Provision must be made for their cost in arriving at the selling price of the goods. And that is the type of merchandising which brings our trade into dispute.

★★ The fact that such offers are banned by our Code of Trading Practice may not affect some people; but before other firms are tempted to adopt this system of "free" offers they should think very carefully of the cheapening effect they must have on public reaction.

Collaboration Wanted

WHILE the figures of operational expenses of furnishing stores which we are able to publish this week are of considerable interest, it is pointed out by N.A.R.F. that they are not wholly representative of the country. The reason for this is the failure of many furnishers to provide the association with their figures.

These statistics can be invaluable—if every retailer will provide the material. And in making this appeal for greater collaboration, we can remove one possible fear. All figures of operational expenses are entirely and absolutely confidential; there is no possible way in which the information of a particular firm could leak out. There can, therefore, be no valid reason why furnishers should be chary of supplying the information asked for.

Readers' Viewpoint

Russell v. Shanley

The Editor,
"Furnishing World."

SIR,—I, like Brigadier Newth, also found Mr. Shanley's article on furniture design provoking, but I know him too well not to expect that. As entertainment I agree it was very amusing, but I soon realised that he was caricaturing the extremist element in the modern movement and ignoring the hard core of furniture made today which is of good design. In this way he mistakes the shadow for the substance.

His analysis of the real achievement of Utility furniture, which he admires, clearly shows that he accepts the existence of standards for good design. I was chairman of the Design Panel for the Utility furniture scheme and I would not hold my present office if the Council of Industrial Design had serious doubts about the merits of that scheme as a method of solving a war-time problem.

Mr. Shanley also knows that there is a market for pretentious furniture which bears no relation to any standard of design. To compare the vulgarity of such stuff with the robust vivacity of Marie Lloyd is an insult to an accomplished artist for whom I have a great admiration. He surely is wrong in assuming that things which the majority of people are happy to live with must either be of poor design or lack humanity. A growing number of designers and manufacturers in many trades are solving this problem with success.

Yours, etc.,
GORDON RUSSELL,
Director, C.O.I.D.

Bedding Men And B.S.I.

The Editor,
"Furnishing World."

SIR,—My attention has been drawn to your account of the recent meeting of the North-West Section of the National Federation of Bedding and Allied Trades.

Whilst I agree that the meeting was correctly reported, I must point out that, in my opinion, your headline overstressed the view of a minority whereas I am, in fact, convinced that the majority of the North West Section are in favour of the decision taken by the Council in September to require all members to become British Standard Licencees within twelve months from January 1, 1955.

Yours, etc.,
FRANK A. RAMSEY,
Secretary,
National Federation of Bedding & Allied Trades.

personally speaking...

NEWS OF PEOPLE YOU KNOW

NOW on the Boards of Harry Jacobs (Furnishers), Ltd., and Charles Hall, Ltd., is **A. B. Tonkinson** who has been with the company for 19 years. He started as an outside salesman; he went to Mansfield and worked the district for three years without a shop and when a shop was opened in 1939 Mr. Tonkinson was appointed manager. In 1951 he was made sales manager of the company and came up to head office. He began his career with Jacksons Stores, Ltd., in Frenchgate, Doncaster.

☆ ☆

ON a business trip to Canada and the United States are **Lt.-Col. P. W. Robinson,** joint managing director of T. Bond Worth & Sons, Ltd., the Stourport carpet manufacturing firm, and his son **P. N. Robinson,** who is also in the firm.

☆ ☆

THE resignation is announced of **Hyman Winstone,** a joint managing director of Phillips Furnishing Stores, Ltd. It is understood that he will retain his large holding of the company's Ordinary shares.

☆ ☆

IT is announced that **Jack Humphrey,** of William Birch, Ltd., of Leigh Street, High Wycombe, has been appointed District Organiser for the mid-south counties area of N.U.F.T.O. to succeed **C. F. Ward,** who resigned on appointment as a lecturer on furniture production at High Wycombe Technical College. Mr. Humphrey has been elected after three postal ballots among union members. He is the present chairman of the mid-south counties district committee of N.U.F.T.O.

☆ ☆

LATELY buying furnishing fabrics at C. & A. Daniels, Ltd., **R. W. Crispin** is now buying furnishing fabrics and lace net for James H. Wilson, Ltd., London, N.8.

☆ ☆

THE new Honorary President of the Lancashire Chair Frame Manufacturers' Association is, as I reported last week, **Kenneth Thompson, M.P.** He is a director of several Liverpool firms of all of which he was the founder. He is Vice-President of the National Union of Manufacturers and of the Association of Municipal Corporations. For a long time one of the youngest Conservatives on the Liverpool City Council, Mr. Thompson has over 16 years' membership to his credit, having won a difficult seat from the Socialists in 1938. He was adopted as Parliamentary candidate for the Walton division of Liverpool in March, 1947, and won the seat in the 1950 general election with a majority of 4,267 in a three-cornered contest. His majority in 1951 was 3,752 in a straight fight.

☆ ☆

MORE than 350 people attended a dance given recently by the directors of T. Greaves & Co., Ltd., furnishers, of Chesterfield, for their employees at the main premises and branch establishments at Alfreton, Clay Cross, Matlock, Belper, Ilkeston, Sutton, Ripley and Heanor, and their factory at Clay Cross. During the evening **C. Howe,** managing director, presented a gold watch to **C. F. Taylor** (first sales), on completion of 25 years' service with the firm at Chesterfield.

☆ ☆

NOW representing Johnson & Co. (Eldon Street), Ltd., of Sheffield, in Yorkshire, Durham, Northumberland and Scotland is **R. S. Eastwood** of 169 Moor End Road, Halifax. Mr. Eastwood will carry a full range of "Dunlopillo" goods on the wholesale side including the hand-building of special shapes and sizes.

☆ ☆

AMONG those nominated for the post of High Sheriff of Yorkshire is **Colonel H. H. Aykroyd,** chairman of the British Carpet Manufacturers' Association and vice-chairman of T. F. Firth & Sons, Ltd., the Brighouse carpet firm.

☆ ☆

AFTER 34 years' service with the Bolton Co-op., **T. Boardman** has been appointed furnishing manager. He replaces **W. Brooks** who is shortly to retire.

☆ ☆

MADE by **J. H. Easden** from ilex, a gavel has been presented to the South-East England Area of N.A.R.F. It was used for the first time at the annual meeting of the Area in London last week, when National President, **J. S. Allpass,** described it as the product of a real master craftsman.

☆ ☆

BELATED, but none the less sincere, congratulations to **Louis Lebetkin** and his wife who celebrated their Silver Wedding on Sunday. There was a reception at Wembley Town Hall at 1.30 p.m., dinner at 3 p.m. and a buffet and ball from 6 till 11 p.m. Mr. Lebetkin's firm, of course, manufacture the well-known "Tudor Rose" furniture.

☆ ☆

I HEAR that **Miss Phyllis Lee,** whose father, **Arthur Lee,** founded the Birkenhead tapestry works of Arthur H. Lee & Sons, Ltd., has retired from the active panel of Wirral magistrates on reaching the age of 75 years. She remains a magistrate on the supplementary list. Miss Lee was the first woman chairman of Hoylake Council, holding the office for the two years 1941-1943.

☆ ☆

NOW buying carpets for Batchelars, Ltd., North End, Croydon, is **S. M. Elliott** who was formerly with Harvey Nicholls & Co., Ltd.

☆ ☆

NOW general manager of the John Lewis West House is **J. H. Kenneth-Thomas.**

Nomad

A Smile with Betts

"Thanks, Ed.—That's just about the shiniest polish I've had on it so far."

RETAIL SELLING PLANS

Window Lighting CAN Bring Them In—Make Them Buy

Mr. R. L. C. Tate, F.R.S.A., lighting expert, whose lecture on shop illumination is reported below.

"A shop has only one function—to sell goods—and the lighting must be designed with this end firmly in view." This was said by Mr. R. L. C. Tate, F.R.S.A., in a lecture arranged by the Illuminating Engineering Society, held at the Lighting Service Bureau last week. Below is Mr. Tate's expert advice on window lighting for small and medium-size shops. Next week's issue of "Furnishing World" will contain further advice by Mr. Tate on the lighting of furniture showrooms, and special problems raised by open-vision windows and the increase of after-dark lighting.

"THE purpose of a shop window is, of course, to help the shopkeeper to sell his goods, but both the lighting and the type of display will be influenced by a number of considerations, of which perhaps the most important is whether more emphasis is put upon direct selling of merchandise from the window, or on the effect of clever presentation of the goods to advertise the shop. The former consideration is most generally accepted in this country, and leads to the adoption of lighting calculated to show off the goods in the most natural way possible; the latter allows of a more bizarre treatment, possibly including strong coloured lighting and elaborate spot-lighting and shadow effects.

Effect Of Fashion

Changes of fashion, too, tend to affect the design of both window and interior lighting more than they did when lighting was seldom more than an after-thought. Typical of this is the streamlining of the appearance of the familiar mirrored-glass shop window reflector, even when no fluorescent lighting is installed. Where their place has not been taken by internally mirrored reflector lamps, used bare or in specially designed housings, they have often been replaced by reflectors designed to imitate these lamps in appearance, but to house normal general service lamps. Since these reflectors are usually constructed of spun metal and are made as small as possible in order to look elegant, they do little more than screen the lamps from view, and give very little real light control. Many more lamps must be used to give the same illumination on the display than if properly designed reflectors were used, and in consequence the economy over reflector lamps is much reduced. In many of these housings, where no real reflector is provided, it is likely that 75-watt reflector general lighting service lamps will gradually replace the lamps for which they were originally designed.

Artificial And Natural

Although most shopkeepers do not vary the style of the window lighting during daylight and after closing hours, there is a very good case for studying the correct lighting balance for each occasion. During the day, for example, when the window is flooded with flat white natural daylight, fluorescent lamps have little or no effect on the display, and the only effective artificial light must come from very concentrated spotlighting of salient features. If at night no change is made, the spotlighting alone will tend to produce a dramatic "soot and whitewash" effect which may not show the merchandise to the best advantage. In this case it would be worthwhile to use general fluorescent lighting at night to restore the daytime lighting balance. On the other hand, coloured light which can be most effective at night is scarcely noticeable in a window flooded with natural daylight, and could well be switched off during the day.

Choice Of Light Source

Some classes of merchandise are best lighted by means of tungsten filament lamps only; a few look well under the light of fluorescent lamps alone, but the great majority respond best to a mixture of both light sources. Apart from this consideration the choice will depend upon whether a dramatic effect is required. A dramatic presentation, with strong highlights and well defined shadows, can be produced by means of filament spot and flood lamps. Fluorescent lamps shed a soft diffuse light which produces subdued highlights and luminous shadows.

District Brightness

The general brightness of the locality is one of the most important factors affecting the amount of light it is necessary to provide. Where there is little competition from street lighting and neighbouring windows, a dramatic presentation using one or two spotlamps only can be made, but in the shopping centre of a busy street the competition from other windows forces the shopkeeper to increase the brightness of his own. An illumination of about 100 lm./ft.^{2} can be produced in a medium-sized window by means of 100-watt filament lamps in mirrored-glass reflectors spaced one foot apart behind a pelmet. This intensity is adequate for most shopping centres in large suburbs or medium-sized towns and was common practice before the war. Although about half the wattage of fluorescent lighting is needed to produce a comparable effect in most cases, filament spotlamps will increase the total consumption of the window to about the same figure.

Concealment Of Lamps

Although far too many shops, even in main shopping centres, still display bare fluorescent lamps at the tops and even more frequently at the sides of their windows, a practice which cannot be too strongly condemned, screening devices, ranging from simple baffles and pelmets to elaborate louvred ceilings are commonly used. Mounting fluorescent lamps behind a white-painted pelmet or baffle is bound to result in over-lighting the upper third of the window, so it is becoming more and more usual to find shop window reflectors used to punch the light down on to the goods. Many of these are, however, finished in stoved-enamel and have scarcely more light controlling qualities than the white-painted pelmet; it is recommended that specular reflec-

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tors be used wherever possible. Lamps mounted vertically at the sides of the window also help to increase the spread of light but, as stated above, they should be carefully screened.

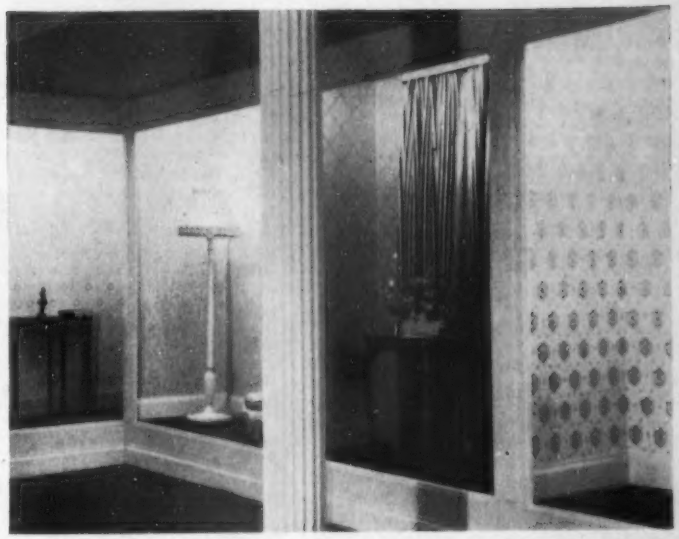
Use Of Louvres

In single aspect windows of the type commonly found in large stores concealment of light sources is seldom difficult, but where, as in the majority of shops, it is possible to see into the window from the side, cross baffles are necessary to conceal the lamps from the oblique viewpoint. The design of these baffles sometimes shows a considerable lack of thought, for they are frequently either too shallow to prevent a view of the lamps at normal viewing angles or, where egg-box louvring is used on an angle fitting, the horizontal fins serve no useful purpose and merely cut off some of the light from merchandise displayed on the floor of the window near the glass. It is recommended that such transverse fins should have a cut-off angle of not less than 30 deg. or preferably 45 deg.

Opposing Techniques

It is interesting to note two opposing techniques in the use of louvred ceilings. In one, the louvre itself is regarded as a decorative feature and plays a conspicuous part in the design, in the other everything possible is done to make it inconspicuous and to ensure that the whole of the observer's attention is focused on the merchandise. In the first, white-painted metal fins are normally used, but a number of types of translucent plastic louvres have recently appeared, which materially increase the brightness of the ceiling and would seem to defeat the object of the louvre altogether. This type of ceiling is most frequently seen in the windows of shop selling luxury goods, where it is often used in conjunction with open-backed windows and where the louvre section may take an eccentric shape. Where filament lamps are also used they are generally mounted below the louvre in elegant housings, or partly recessed in the soffits surrounding it in "eyeball" or "gimbal" type mountings.

At the other end of the scale are those who believe that not only ought the light sources to be concealed but that the brightness of the ceiling should be reduced to as low a level as possible. They argue that since the merchandise in the window is the only thing that matters, nothing else should be allowed to distract the observer's attention from it. Carried to its logical conclusion this suggests a matt black louvre, but since the ordinary egg-box arrangement would undoubtedly absorb a great deal of light, its place has been taken by a few deep baffles with concentrating reflectors mounted between them, so that as little light as possible falls on the black surface. This is most effective at night although by day the large areas of dark paint tend to exaggerate window reflections.



Exhibition technique is effective where space is plentiful. Here, fluorescents behind pelmets light each cubicle.

Arcades And Islands

Whilst the lighting of straight-sided arcades presents few problems, it is not easy to conceal the lamps in those of irregular shape. The generally accepted method is to use fluorescent lamps in louvred troffers recessed into a false ceiling and supplemented by filament spotlamps, but if this technique is used care must be taken to avoid too conspicuous an arrangement of the lighting fittings on the ceiling. A random arrangement may irritate and distract customers, but can scarcely be avoided if the fittings are lined up with the window glass. It is advisable, therefore, to plan the fittings in lines following the main axis of the window, without much reference to the shape of the arcade itself.

No one looking critically at shop window installations can fail to remark the almost total disregard of lighting principles which obtains in island windows where, although lamps on the side nearest the observer are carefully screened by pelmets, few attempts are made to hide those on the further side, which are allowed to shine straight into the eyes. The simple solution is to use an inner pelmet, but it is more common to find that, if anything has been done, a louvred ceiling has been provided. A very simple display expedient is to divide the window into two parts by a partition, thus making it, in effect, two windows arranged back to back.

Perhaps the most striking development in window design in recent years is the open-back window, which raises such problems as the concealment of window lighting equipment from customers inside the shop, the appearance of the interior lighting when seen from the outside, and the increased likelihood of bad window reflections during daylight hours.

Open-back Windows

The problem of concealment of window lighting fittings from customers inside the shop is essentially the same as that discussed in the paragraph on island windows and can be solved by means of an inner pelmet or a louvred ceiling. Two other possibilities are to mount filament lamps, usually of the reflector spotlamp type, in metal housings below the soffit, or to instal small lighted showcases glazed at back and front, in the window opening, which while making for

(*continued overleaf*)

(*from previous page*)
concealment of the lighting fittings, obviously restrict the size of the merchandise which can be shown in them. Such showcases are usually lighted by means of tungsten filament lamps recessed into the soffits, but there have been several successful examples of the use of fluorescent lamps above egg-box louvres.

A shop with an open-backed window is, in effect, open to the street and must be designed to look attractive from it. Certain types of lighting fittings, such as the familiar opal glass spheres or reeded "Perspex" fluorescent fittings which are well suited to a room of normal proportions, becoming glaring and unsightly when seen from a distance. Furniture dealers seem to make a standard practice of mounting fluorescent fittings parallel to the street, so that they become the most conspicuous objects in the field of view, instead of aligning the fittings with the main axis of the shop. Another common fault where open-backed windows are concerned is that fluorescent lamps in cornices, on the back and side walls, although adequately screened from inside the shop, can often be seen over the lip of the cornice when viewed through the window.

Window Reflections

The problem of daylight reflections in windows cannot be solved entirely by the lighting, although some improvement can sometimes be effected by this means. All glass reflects some of the light that falls upon it so that unless, as in the case of a "non-reflecting" window, the surface of the glass is so arranged that only a black surface can be reflected into the observer's eyes, some images of objects in the street are bound to appear. How conspicuous they are will depend partly upon the reflecting properties of the glass and partly upon the brightness of the objects themselves. If, for the sake of argument, we assume that plate-glass reflects 8 per cent of the light which falls upon it at an angle of 90 deg. to the surface, it will be seen that the reflection of an object having a luminance of 100 ft.-lamberts will be 8 ft.-lamberts (100 ft.-lamberts is very low for daylight conditions; a white concrete wall, for example, with a reflection factor of 45 per cent would have a luminance of well over 2,000 ft.-lamberts on a sunny day). If the reflection factor of the window backing and the merchandise is low it is obvious that a great deal of light will be needed before its luminosity is so high that the window reflection is not noticeable. Dark wood panelling may not reflect more than 20 per cent of the light falling upon it, so that an illumination of at least 40 lm./ft.^{2} is needed before it will become as bright as the reflection, and about 10 times that amount of illumination will be necessary completely to swamp it. Obviously the background should be as light as it practicable. Where there is no window backing the interior of the shop is bound to provide rather a dark background; for this reason it is recommended that open-back technique should not be used in situations where strong daylight reflections are to be expected. If it is felt to be essential to dispense with a window backing, it is usually worthwhile to provide a temporary screen, curtain or white blind which can be put in place when reflections are especially bad.

Coloured Light

Coloured light has long been used in shop windows but the absorption of light by the colour filters, which were essential when filament lamps were the only light sources available, tended to make it uneconomical owing to the high wattages necessary to produce an effective brightness. The introduction of coloured fluorescent lamps has led to a revival of interest in this form of display lighting and a great many examples of coloured background lighting may now be seen. The merchandise in the foreground is picked out by means of filament lamps and it is important to confine the white lighting to the front part of the window, since too much spill of light on the background destroys the coloured lighting effect. Flooding the whole window with coloured light often produces rather a crude effect and distorts the apparent colour of the goods. Here two schools of thought are commonly found among shopkeepers, for to some it is almost an article of faith that goods should be presented in as close an imitation of "natural" lighting as possible, while others maintain that since coloured lighting is used mainly at night, when customers cannot go in and buy goods "from the window," it does not matter very much what colour an article appears to be so long as it is attractive. Very few people, they assert, can "carry" a colour in their mind's eye for more than a few moments, so that it is only necessary for an impression of colour to be produced. This conception is more closely allied to the idea of prestige windows common in America than to the more usual British insistence upon "selling" window displays.

Decorative Features

Individually lighted features in shop windows often take the form of small show-cases or "shadow boxes" as the display men rather surprisingly call them. They may be of almost any shape and size but are almost always illuminated by tungsten filament lamps. Clusters of small decorative lamps are occasionally used, especially at Christmas, and here it is interesting to note a tendency to use clear lamps rather than the coloured type which was almost universally employed before the war. In this category, too, comes "black light," very popular a few years ago but now seldom seen in shop windows.

How NOT To Do It

Fluorescent fittings are arranged at right angles to the line of vision. This is a fault, making them the most conspicuous objects in the field of view.

Sales Raised By Specialisation

AN original approach to the sale of bedding has been successfully adopted by Martin & Son, Edinburgh, Ltd., whose managing director, Mr. William Martin, has signed a personal statement in the firm's current advertising giving his views on the importance of bedding. Reminding readers that "one-third of your life is spent in bed," Mr. Martin asks whether they are tired. He adds: "Perhaps it's your bed that's tired."

"I am asked to visit hundreds of homes each year to study bedding problems," he says. "Sometimes it is a 'tired' mattress (wartime bedding 'tired' very quickly) or it is a mattress too soft or too hard, or the wrong combination of mattress and base.

"Nearly always, however, the bedding problem has led to the living problem . . . poor sleep, tiredness, a sore back, or a state of actual ill-health. Quite often it is the medical specialist who has called me in as the bedding specialist. That is why we at Martin's do not merely 'sell' bedding. . . . Our stock of branded makes is equal to any, but more important, we *study* bedding . . . we make and re-make every type of hair mattress, spring interior mattress, spring base, box spring, pillow, bolster . . . we do everything which leads to better sleep, including special emergency services for invalids.

"For 60 years we have been bedding specialists in every sense of the word. I personally, or any experienced member of my staff, will gladly deal with any problem, large or small, at 83 George Street, or at your home."

Increased Use of Plastics In Shop Ads And Display

HOME furnishers seeking to brighten window and showroom displays or to improve the appearance of their store fasciæ will be interested in the extensive range of plastics now available for advertising and promotional purposes.

Perspex in its natural colourless state, or in a variety of colours, is a versatile and easily fabricated plastic, and for this reason is chosen both for exterior signs and for window and counter notices.

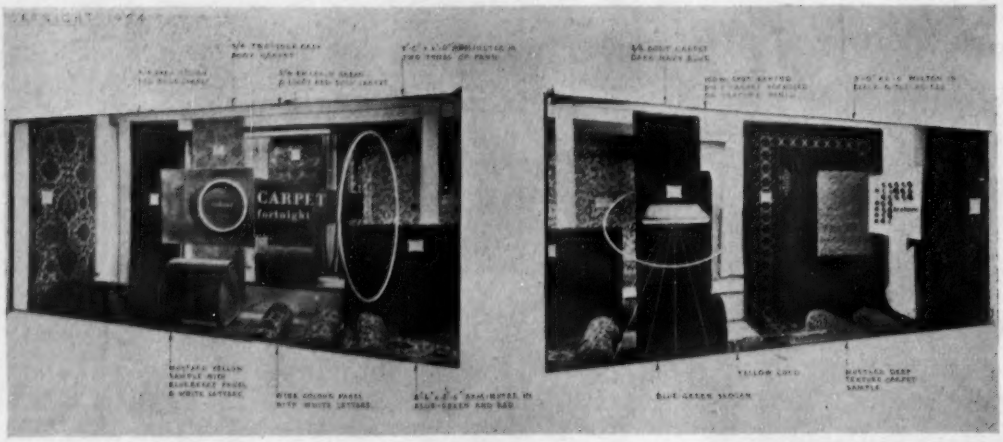
At a recent exhibition held by the Plastics Division of Imperial Chemical Industries, Ltd., this material was shown as the basis of numerous shop signs, ranging from the complex and expensive to the simple and inexpensive. In one sign four colours were used and an intricate design built up by hand with plastic shapes in the same way as marquetry is carried out in wood. (Sign made by Nightingale Products [Blackburn], Ltd.)

A less expensive Australian boxed sign, with internal lighting, was formed of a metal frame, with Perspex fasciæ to which were cemented plastic letters.

A simple but effective sign, produced by the Nova Sign Co., had a plastic background simulating veneered wood with stand-off letters of clear plastic, coloured red only at the tip. When illuminated the stems of the letters glowed with an intensely bright light. Other signs featured were made of sheet plastic, with engraved lettering.

Retailers who are planning the erection of new signs must, of course, suit the lettering to the type and scale of premises, and to-day plastic letters are being produced in a large number of standard typefaces or in special styles designed for individual premises. Black was used as the background for many of the plastic letters on view at the exhibition, and among these were several with a design engraved in white on the face of each letter.

TOP OF PAGE: simple but effective sign by Nova Sign Co. using plastic "veneer" background. BELOW LEFT: intricate coloured sign by Nightingale Products (Blackburn), Ltd. BELOW RIGHT: another new plastic sign for the retailer.



ABOVE: the 2nd prize in Group (A) was awarded for this display by Messrs. J. A. Toombs and R. Marriott, Hampton & Sons, Ltd., London.

ABOVE: 1st prize in Group (A) went to Mr. A. Hartley, Waring & Gillow, Ltd., Manchester, for this attractive display. BELOW: "Carpet puts the 'Mm-mm' in Comfort" was the theme of the 3rd prize-winning display carried out by Mr. J. J. Barber, Noel & Porter, Ltd., St. Helier, Jersey.

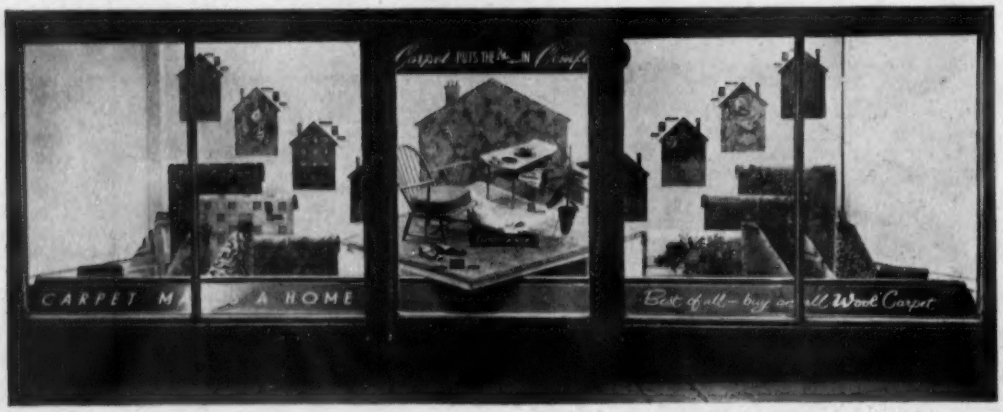
SOFT FURNISHING SIDE

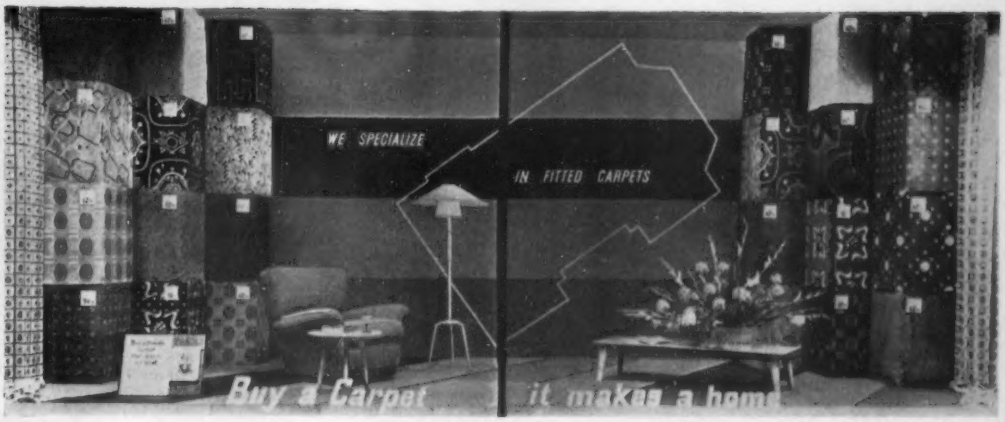
Contest Displays Were Imaginative

ANNOUNCING the results of the window display competition run in conjunction with Carpet Fortnight, the judges commented on the interesting handling and imaginative style used by carpet retailers. The *average* display in the competition, they said, was well above that seen in many other display contests, and the *best* efforts were very good indeed.

This is the second year of the window display competition organised by "Carpet Review," and provincial stores carried off all except one of the principal prizes.

The competition was divided into two groups: (A) stores and shops employing full-time or professional display staff, and (B) all other stores



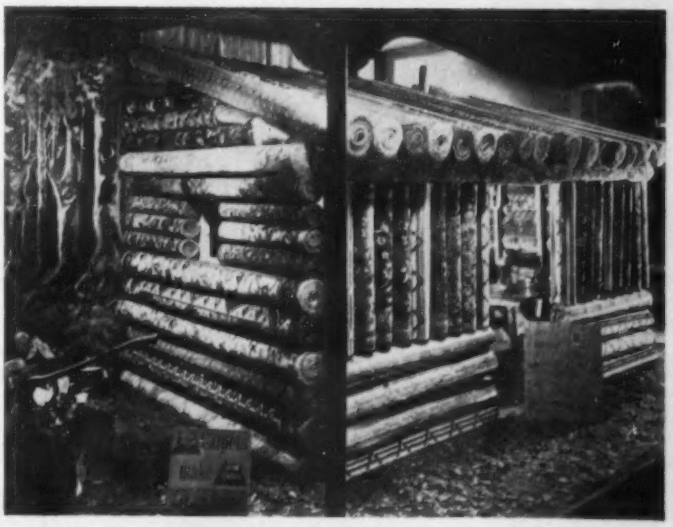


and shops. Results were as follows:—

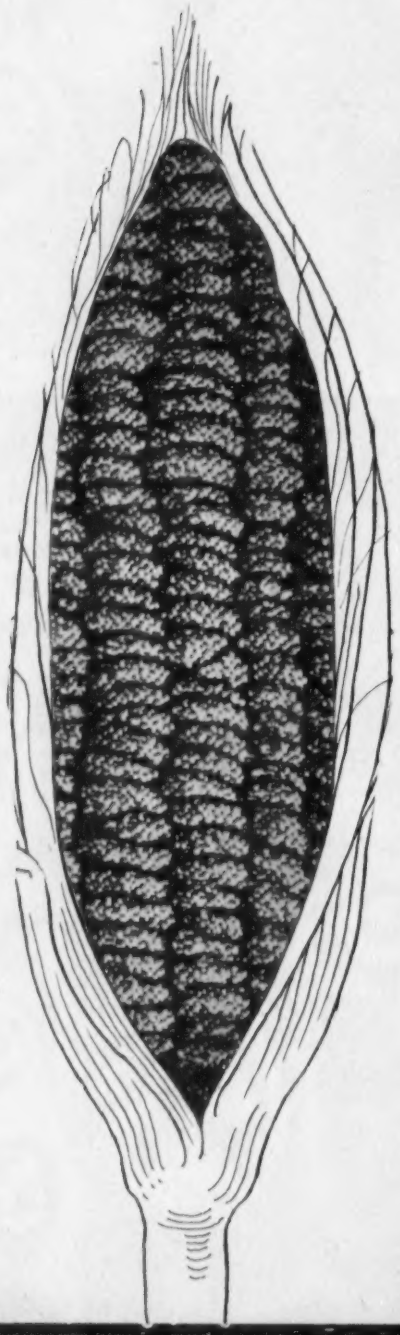
Group (A). 1st prize of 50 guineas: Mr. A. Hartley, Waring & Gillow, Ltd., Manchester; 2nd prize of 25 guineas: Mr. J. A. Toombs, assisted by Mr. R. Marriott, Hampton & Sons, Ltd., London; 3rd prize of 10 guineas: Mr. J. J. Barber, Noel & Porter, Ltd., St. Helier, Jersey. Five other displays were highly commended, and three-guinea awards made to those who carried them out.

Group (B). 1st prize of 50 guineas: Miss L. Ward, H. Ponsford, Ltd., Sheffield (who also received this award in last year's competition); 2nd prize of 25 guineas: Mr. R. B. Freeman, C. W. Burnes, Ltd., Ilford; 3rd prize of 10 guineas: Mr. E. T. D. Beckerlegge, Hallett & Son, Ltd., Weymouth. Mr. Beckerlegge also won the "Carpet Review" Challenge Trophy for the display showing the most original and practical idea—a carpet "log cabin."

In all cases carpets, commonly regarded as difficult merchandise from a display point of view, were treated imaginatively. Five out of the six big-prize winners teamed furniture, fabrics, plants or flowers with the carpets displayed, and in two cases carpeting in cut-out shapes formed a mural decoration. Colour and texture provided the theme of the display by Hampton & Sons, Ltd., while that by C. W. Burnes, Ltd., was built around the slogan "We specialize in fitted carpets."



Prize-winninig displays in Group (B). RIGHT CENTRE: 1st prize was won by Miss L. Ward, H. Ponsford, Ltd., with this autumnal display. TOP OF PAGE: 2nd prize went to Mr. R. B. Freeman, C. W. Burnes, Ltd., for this fitted-carpet theme. RIGHT: the "log cabin" by Mr. E. T. D. Beckerlegge, Hallett & Son, Ltd., won 3rd prize in Group (B).



TIBOR TEXTURE DRAPES

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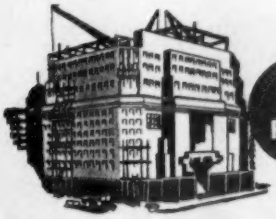
albert spruce
almond pink
porcelain blue
château red
kingfisher blue
scotch salmon
persimmon
barbecue flama
mimosa tone
spanish olive
black and white

tibor

"sweet corn," a texturedrape upholstery fabric designed by Tibor Reich, F.S.I.A., woven and produced by Tibor Ltd., of Stratford-on-Avon — pioneers in texture weaving — originators of deep textured furnishing fabrics.



ADVANCE NEWS OF FURNISHING CONTRACTS

More Chances for Furnishers

BEDLINGTON. U.D.C. to sell site on the Grange Park estate to Northumberland C.C. for a proposed children's home. The County Architect is C. C. Brown, County Hall, Newcastle-on-Tyne.

BRIGHTON. T.C. provisional approval is recommended for adaptations at "Devonia," London Road, Patcham, to form an aged persons' home. The cost is about £20,000.

MIDDLESBROUGH. Corporation Children's Committee proposes erecting three children's homes next year at a cost of £10,400. The Borough Engineer is J. A. Kenyon.

NORTHUMBERLAND. Tenders are being invited by the C.C. for the erection of a home for old people at Wallsend (architects, Mauchlen, Weightman & Elphick, 12 Saville Row, Newcastle-on-Tyne).

PETERLEE (Co. Durham). The question of a site for a new workmen's club at Peterlee is still under consideration. The architect is J. M. Angus, 21 Lovaine Place, Newcastle-on-Tyne.

RAWMARSH (Yorks). Subject to approval of the Ministry, the U.D.C. will sell a site at the corner of Dale Road and Blyth Avenue to Rawmarsh and Parkgate Aged People's Club Trustees for proposed aged persons' club. The cost is about £5,000.

SHILBOTTLE (Northumberland). Reavell & Cahill, Lloyds Bank Chambers, Alnwick, are the architects for a proposed £12,000 workmen's club at Shilbottle. It is hoped to begin work soon.

DARLINGTON. Outline proposals by Edgar Lawson, Ltd., builders, Albert Hill, Darlington, for a residential hotel at the corner of Coniscliffe Road and Carmel Road, have been approved by the T.C.

DEWSBURY. Plans submitted: Alterations at Victoria Hotel, Brewery Lane, Commercial Inn, Upper Road, Bailey Carr, and Woolpack Inn, Whitley, for Hammonds United Breweries Ltd.: Sports pavilion and hall, Ings Lane, for Thornhall Miners' Welfare Committee.

DOUGLAS (I.O.M.). Castletown Brewery, Ltd., are to spend a considerable capital sum on layout and conversion of Willaston Mansion House for a licensed hotel.

GRANTHAM. The T.C. is recommended to approve plans for a new inn and a flat at the corner of Harrowby Lane and Keats Avenue, for Mowbray & Co., Ltd., London Road, Grantham.

HOUGHTON-LE-SPRING (Durham). The architects for an hotel proposed by Newcastle Breweries, Ltd., Haymarket, Newcastle-on-Tyne, at Barnwell estate, are J. Oswald & Sons, 68 Northumberland Street, Newcastle-on-Tyne.

BIG NEW POLICE H.Q.

STOCKPORT. Work will commence in April of next year on the erection of new police headquarters and law buildings at John Street, Stockport, the cost of which is estimated at £185,000. Mr. G. Bullimore, Lloyds Bank Chambers, Great Underbank, Stockport, is the architect.

LONDON, N.W. N. Parr & Sons, 97 Old Brompton Road, London, S.W.7, are the architects for reinstatement works at the Prince Albert public house, Golders Green Road, N.W.11, for Royal Brewery, Brentford, Ltd.

NEW CHILDREN'S HOME

DARLINGTON. The R.D.C. has suggested a site on the Thorntree estate, Middleton-St.-George, for the erection of children's home for Durham C.C. The County Architect is G. R. Clayton, Court Lane, Durham.

HARLOW. Essex C.C. Finance Committee reports that it has approved sketch plans and an estimate of £61,900 for the erection of a Court House at Harlow and it is hoped that the Secretary of State will permit building operations to start in 1955 on site adjacent to the police station, on which work is to commence in May next year.

KIRCALDY. Amended preliminary plans have been accepted by the East Fife Hospitals Board of Management, 243a High Street, Kirkcaldy, for proposed extensions at the Victoria Hospital at Kirkcaldy, which are expected to cost £100,000.

NOTTINGHAM. The tender £191,748 is recommended to Sheffield Regional Hospital Board for acceptance for completion of works at Balderton Colony to accommodate 252 patients.

SOUTHEND. The Ministry of Housing and Local Government has held a public enquiry into the application by Southend Borough Council for permission to borrow the cost of rebuilding the Cliffs Pavilion, estimated at £120,000.

NEWCASTLE-ON-TYNE. S. H. Lawson, Emerson Chambers, Newcastle-on-Tyne, prepared plans for rebuilding the "Three Bull Heads" public house in Percy Street, for Hammonds United Breweries.

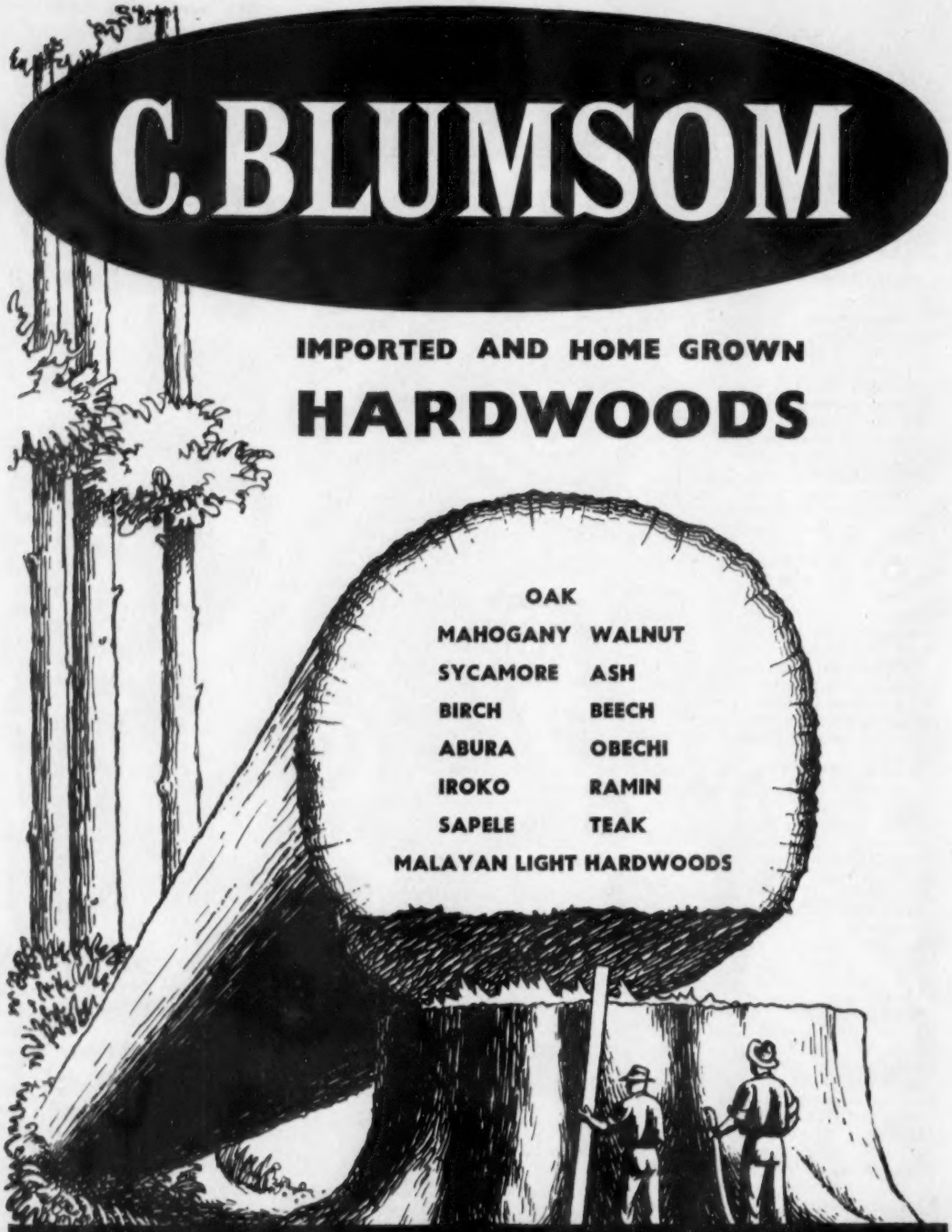
DONCASTER. Circuits Management Association, Ltd., have placed a contract for the erection of an Odeon cinema at Hallgate, Doncaster. The cost is estimated at £200,000.

HOUSE & GARDEN · GOOD HOUSEKEEPING · IDEAL HOME · HOMES & GARDENS · WIFE
Downland
Five qualities of Pillows from 16/11d. retail, now available in Christmas Boxes for immediate delivery.
DAILY MAIL IDEAL HOME BOOK
The Downland Bedding Co · Ltd · Liverpool & London

C. BLUMSOM

IMPORTED AND HOME GROWN

HARDWOODS



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Hire Purchase Of Equipment Means That . . .

MANUFACTURING TECHNIQUES AND IDEAS

New Plant Pays For Itself From Its Earnings

RE-EQUIPMENT of industry is talked of more and more as the drive grows to increase the productive capacity of these islands. The three basic needs for this drive, in fact, are increased production per head, more efficient management and up-to-date plant.

What is not sufficiently appreciated, however, is that this means *everyone*. Not merely the engineering industry, not merely the big mass-producing firms, but everyone who takes part in British production, whatever the size of his factory.

There is a message here for the furniture industry, composed as it is of a very large number of comparatively small units. Re-equipment and improvement of efficiency by the big firms cannot do much to raise the level of the industry as a whole, except inasmuch as it increases the pressure of competition and forces the medium and small firms to become more efficient or go out of business.

Problem Of Capital

Lack of capital is one of the reasons for slowness among smaller firms to respond to the many appeals—the old, old story of the first £1,000 being the hardest to get. Because re-equipment does pay for itself in increased production and therefore increased profit. The initial outlay is the stumbling block.

It need not be. Plant can be bought on hire purchase almost as readily as the furniture it is bought to produce. In effect up to three-quarters of the cost of the new plant can be met from the increased income which it brings in.

The initial step is possibly the most difficult one to take, for it depends on the recognition by the manufacturer of the need for re-equipment and the particular equipment which should come first.

It is perhaps not sufficiently emphasised that nobody expects a smallish firm to sweep away all his plant and begin anew, or suddenly treble its size to enter the mass-production field. There is a place for the more individual type of production alongside the big mass-production firms, and its elimination would be a severe loss to the industry as a whole.

Recognition of the need will almost certainly come from the application of even a simple costing scheme. Put simply, that means that any manufacturer who really knows what is going on in his own factory cannot fail to see that there is room for improvement and expansion, even without taking on extra labour to increase production.

Cannot Sit Back

Evidence of that fact is shown in the constant progress made by the bigger firms. They already know that they can never sit back and let their factory run itself.

The lesson is that plant which is not being renewed must be growing less efficient. It is ageing and its value is depreciating. Maintenance on ageing plant is an ever-increasing charge. Otherwise its efficiency grows less, and either way the margin between cost of manufacture and selling price slowly but surely diminishes.

Having established the need for re-equipment, the question of what should come first may depend on a number of things. Fundamentally it depends on the nature of the factory itself, and each case will be different.

It may be that some straightforward replacement is the most urgent need. Or a realignment of plant may require some additional equipment to increase its capacity. Another manufacturer may find that by buying extra equipment he can begin to do for himself processes which have previously been done outside, with the saving of the contractor's profit.

Also, of course, there is always the likelihood that some of the plant is obsolescent, and can be replaced with advantage by newer techniques which would prove less expensive in time, labour, space, power or raw material.

Useful Advice . . .

The finance houses which operate the plant hire purchase schemes are not merely ready, but anxious, to advise manufacturers. They are not in the business for their health, and however much they may be—and usually are—interested in increasing the productive capacity of the country as a whole they expect to see a return for their investment.

It would not be in their interests (or the country's) to encourage manufacturers to take on more plant than they could pay for. When the payment is out of income, the finance house likes to be sure that the income can be made.

For that reason they maintain an advisory service — experts in the various industries which use their facilities—to make sure that clients use the services to the best advantage.

So the manufacturer who has gained some idea of what improvements he wants to make would first contact either the machine manufacturer or the finance house. The result would be the same—he would be advised on the suitability of his intentions, and if he wished he would be given constructive advice on the best way to re-equip his factory within his probable means.

. . . And The Terms

The terms offered are not unlike those offered to the public by retailers before restrictions on hire purchase were lifted. On a new machine he would probably have to make a minimum payment of 25 per cent of the purchase price, with the balance payable over 12, 18 or 24 months. The initial minimum payment would be higher, say a third, on a reconditioned machine.

The hire purchase charge varies according to the value of the transaction, usually about 7½ per cent for each twelve months up to about £750, decreasing as the value goes up to, say 5½ per cent. The minimum is

(*continued on page* 63)

CHANCELLOR ON RE - EQUIPMENT

SPEAKING at a meeting of the Union of Manufacturers in London, Mr. R. A. Butler, Chancellor of the Exchequer, said the country needed re-equipment in small factories as well as in the big ones.

The new investment allowance, he said, reduced the effective cost of a machine by 9½ per cent at current tax rates.

All available figures showed that in comparison with the United States and some European countries, Britain was not yet investing enough. The additional encouragement had now been given, and industry had the funds and the incentive of prospective increased demand at home and abroad.

These Pictures From The B.R.D.B. Instructional Film

In the introductory part of Strip No. 2, several frames show the place of latex foam in current life. Besides this settee there are pictures of the interiors of the Royal Festival Hall, House of Commons, and an air liner.

Latex foam is used in conjunction with tension springs in the seat and back of this chair, shown in Strip No. 1. The cut-away picture demonstrates the shaping of the cavity sheet, both in the loose cushion and the fixed back.

New Film Strip On Latex Is Second In Series Of Five

A NEW film strip, second in their series on the use of latex foam in furniture, is about to be issued by the British Rubber Development Board. Its title is "Upholstering with Latex Foam," and the strip and lecture notes are prepared by Dennis Young, A.R.C.A., M.S.I.A., who is consultant to the B.R.D.B. on furniture and design.

The first film strip, "Latex Foam for Furniture," was issued as a pilot strip for the series, and is already in use in technical colleges all over the country.

Five strips in all are projected for the series. The third will be on "Latex Foam in American Furniture," and will show the latest trends in American design, using this material.

Continental trends will be the subject of the fourth strip, with illustrations of up-to-date designs from many European countries. Denmark, Sweden, Germany, Holland, Italy, and France will be included.

The fifth and last strip will be entirely practical, showing stage by stage the upholstery in latex foam of a fully stuff-over arm chair.

Response from the colleges to the pilot strip and the lectures by Dennis Young has been extremely good, no doubt owing to the reputation the B.R.D.B. has acquired for its manifest interest in raising the standard of design of furniture in this country. Mr. Young is well known as a designer of modern furniture, and his activities go much wider than his consultative capacity with the Board.

He produces some furniture to his own designs, and designs as well for several other manufacturers.

Lectures To Colleges

In collaboration with the B.R.D.B. Mr. Young gives about thirty lectures a year to the furniture departments of technical colleges all over England, Scotland and Wales on the design of furniture and the use of latex foam.

To introduce the film strip he usually shows it at the end of a lecture, explaining it frame by frame, with the published notes. After the event the strip is sent to the college, free, for its film strip library.

From this preliminary run the college instructors discover the general basis of the strip, and when lecturing later with its aid they can put their own interpretation on it while making sure that they are not "off the track."

The strips are also available for lectures to other audiences, such as associations of manufacturers. The colleges themselves, when organising a film strip lecture by Mr. Young, frequently broaden its scope by inviting the public, or local retailers or manufacturers, or even all three.

Generally the audiences for these lectures, or for subsequent lectures using the strips, are composed partly of full-time students who are aiming to become furniture designers or are studying interior design and want the knowledge of manufacture and design of furniture as a background for the buying or commissioning of work.

A large proportion is made up of youngsters on part-time day release, who will be expected to apply the techniques in the day-to-day application of the craftsmanship they are learning, and other students who are attending evening classes to study for the Diploma of the National Association of Retail Furnishers.

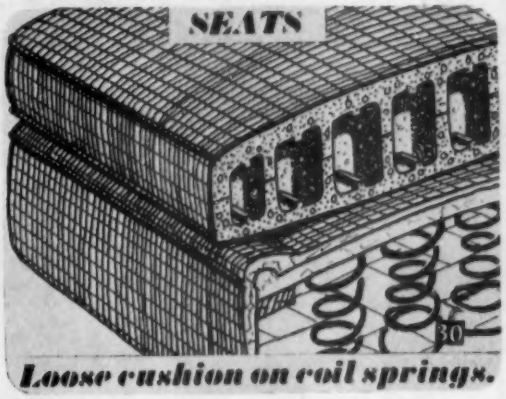
Advantages of the film strip technique are obvious, and could well be applied by other associations and bodies concerned with different techniques in furniture manufacture and design. The Furniture Development Council keeps a record of both film strips and films which are likely to be of use to manufacturers in their own training programmes.

Instruction In Techniques

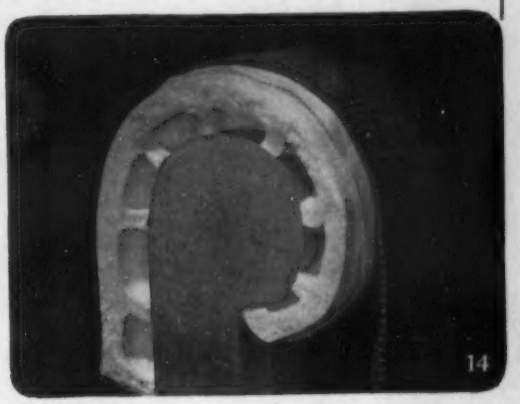
Though the scope of this record is wide, it includes a number of strips of a practical nature, suitable for actual instruction in techniques of both the use of woodworking machinery and the construction of furniture itself.

They also have a few strips avail-

Strips Demonstrate The Uses Of This Modern Medium



This frame from Strip No. 2 illustrates the use of latex foam loose cushions over coil spring seats. Moulded reversible cushions can be supplied, or they can be built up by hand from cavity sheet.



The scroll arm in latex foam is illustrated by this frame from Strip No. 1. The use of cavity sheet, the lecturer explains, replaces the much more complicated filling of the traditional method, giving clean, pleasant lines.

able for sale which are basically intended for schools and public relations work. They include one in general terms on "How Our Furniture is Made," another on "Furniture as You Like It" dealing with appearance and function, and two on the planning of particular rooms.

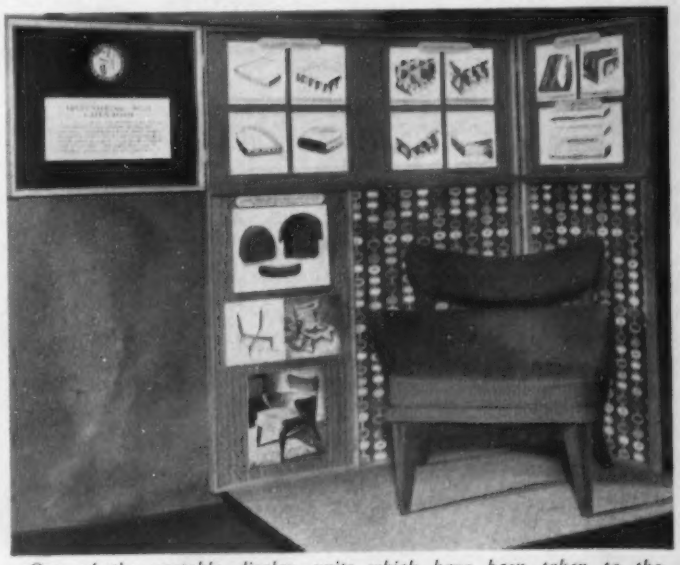
The two film strips already made by the Rubber Development Board on latex foam in furniture are closely related to two of the booklets which have been issued by the Board in the past year or two.

The pilot strip, "Latex Foam for Furniture" begins with an introduction to the material and explains its production in the several forms in which it is used for upholstery. This is followed by some details of the upholstery of two prototype chairs with latex foam on plywood shapes.

Then examples are also given of chairs and settees on the market, in which latex foam is used, either alone or in combination with other upholstery methods.

Strip No. 2 begins with examples of this type of upholstery in different types of seating, in public buildings, cars and the home. From then on most of the illustrations are diagramatic, showing the shapes and types of sheet available, and their application to varying forms of upholstery.

In effect this strip takes the place of a blackboard lecture on practical upholstery, with the advantage that first-rate diagrams are shown instead of hurried chalk drawings.



One of the portable display units which have been taken to the technical colleges to illustrate the use of latex foam in upholstery. Some of the illustrations also appear in the film strips, with which the displays are closely linked.

Plant Hire Purchase

(*from page* 61)

about £5 a year, so that it is hardly worth while for plant costing much under £100.

Every case is considered on its merits, and terms are offered according to the finance company's decision.

With woodworking machinery it is usual for ownership to remain with the machine manufacturer until the end of the period of payment, when the machine becomes the property of the buyer on payment of a nominal sum (usually 10s., and usually waived!)

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HARDWOOD MARKET
By Quercus

Interest Grows In Home Hardwoods

A FEATURE of the market in recent weeks has been the increased interest taken by the furniture industry in home-grown hardwoods. In many parts of the country there has been a renewed call for good quality oak and beech, and where it has been possible to meet this demand a good price range has been maintained. The reasons for this demand, it is thought, are two-fold. In the first place, reports from many furniture manufacturers indicate a strong interest in home-grown material for its own intrinsic qualities. Secondly, the continuing shortage of available supplies of imported oak is probably a contributory feature.

* * *

In the imported hardwood trade, the main problem continues to be the chaos created by the dock strike. Importers have been busy trying to sort out what has happened to much of the material originally destined for London and subsequently diverted to Continental ports. Nevertheless, the agency section of the trade reports an active interest in the forward market, and it now seems unlikely, despite fears which have been expressed, that there will be any really acute shortage of hardwood stocks later in the year, although it is true that stocks in the port areas affected are low.

* * *

The aftermath of the dock strike has also been the main problem facing the plywood trade. Here again, considerable quantities of plywood of all grades and specifications were diverted to the Continent. The trade is taking active steps to ensure that this material is re-shipped to the U.K. at the earliest possible moment to avoid undue delays in deliveries. Urgency is lent to this aspect of the situation by reports that some furniture manufacturers' stocks of plywood are getting low, although there have been no reported cases of actual production being held up.

* * *

As far as the plywood forward market is concerned, it is reported that a considerable volume of business has been placed, particularly with the Finnish mills covering shipments to be made in the first half of 1955. Shippers' prices covering next year's U.K. plywood requirements are very firm.

Practical Glossary Of Latex Foam Terms In Conference Report

A STEP towards a standardised vocabulary for users of latex foam in upholstery is taken in the report by the British Rubber Development Board of the Latex Foam in Furniture Conference held last May.

It is a glossary of terms used in the lecture by E. Arnold, managing director of A. T. Chamberlain and Co. Ltd., on the details of manufacture. As the use of this material increases, the divergences in terminology are widening, and any publication of practical definitions is a step in the right direction.

All three papers from the conference are published in the form of a 48-page booklet, printed on art paper and copiously illustrated. The other two lectures were by Dennis Young ("Freedom of Design with Latex Foam"), and L. Harral ("Latex Foam and the Retailer").

The report is available free of charge from the British Rubber Development Board, Market Buildings, Mark Lane, London, E.C.3.

How The Foam Is Made

Latex foam manufacture, mostly for use in upholstery and bedding, absorbs more latex than all the other uses put together, says Dr. C. Falconer Flint in a new handbook, "The Preparation of Latex Foam Products," published by the British Rubber Development Board.

The handbook, obtainable free from the B.R.D.B., Market Buildings, Mark Lane, London, E.C.3, describes fairly simply the principal industrial method of making this material. Sixteen photographs show all the stages in the production of latex foam for upholstery cushions.

New Invention Deals With Wood Beetle

MR. H. GREENWOOD, principal of a firm of French polishers in King Street, Blackburn, has invented a liquid for dealing with woodworm. He arrived at the formula after experimenting with chemicals.

The invention has been patented and the Hollins Timber Development Company, a subsidiary of the Walpamur organisation, of Darwen, is handling production and marketing.

Co-ops May Introduce New Bed Spring

WHAT is described as a revolutionary type of rubber bedspring, produced by the Swedish C.W.S. (*Ko-operativa Forbundet*), may shortly reach English retail co-operative societies if C.W.S. negotiations are successful.

The springs have been selling in Sweden for some years and consist of a number of evenly spaced plain rubber strips, stretched tightly across a wood or metal frame and interlaced in a basket weave pattern.

Recommended for single beds only, the spring is said to be particularly suitable for the treatment of spinal trouble. With thin latex foam mattresses it has proved popular in Swedish hospitals.

It will also take any ordinary type of mattress, and it is claimed that the rubber springs will retain their elasticity for at least ten years.

In case they should sag after that, *Ko-operativa Forbundet* has applied for the patent of a device which will increase tension on each spring to add a few more years to the life.

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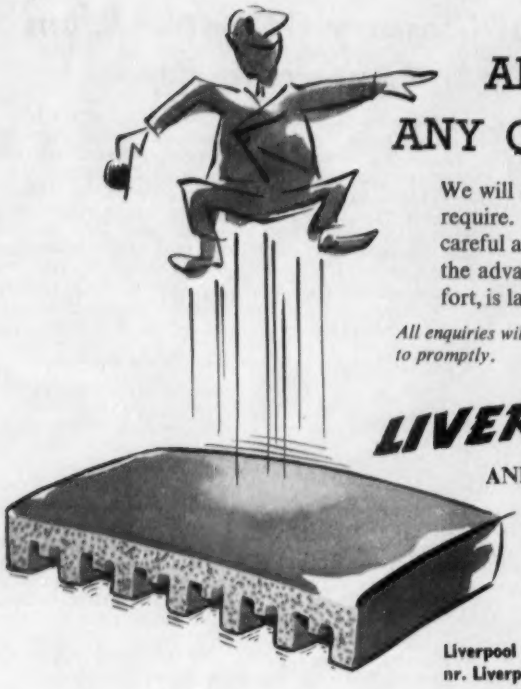

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Trading Results

Glicksten Revenue Up

Group trading revenue of **J. Glicksten and Son, Ltd.,** for the year to June 30 is up from £748,424 to £846,224. Taxation is increased from £188,647 to £339,394, mainly due to a lower credit of £22,934 against £137,016 provision no longer required, and net profit is lower at £289,437 (£371,884). Final dividend of 15 per cent is 2½ per cent higher, making a total of 35 (32½) per cent.

Bluestone & Elvin Scrip Issue

A one-for-six Ordinary scrip issue is proposed by **Bluestone and Elvin, Ltd.,** to capitalise £50,000.

John Mollett Progress

Group trading profit of **John Mollett, Ltd.,** for the year to June 30, after deductions, is £29,899 (£17,524). Taxation takes £18,032 (£11,712), leaving net profit of £11,867 (£5,604). Recommended Ordinary dividend is the same at 10 per cent.

Castle Bros Issue

The directors of **Castle Brothers (Furniture), Ltd.,** propose to increase the authorised capital by £90,000 by the addition of 360,000 Ordinary 5s. shares, of which 176,000 will be issued to Ordinary holders in a two-for-five scrip issue, using £44,000 from general reserve. An extraordinary general meeting will be held in January to approve the proposals.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

George J. **Downes,** lately carrying on business at 13 Queens Road, Buckhurst Hill, Essex, furniture manufacturer. Public examination January 12, 1955, at The Town Hall, St. Albans.

Notice of Intended Dividend

Alan Frederick **Martin,** carrying on business as **A. Martin,** 19 Abbotsbury Road, Morden, Surrey, baby carriage retailer. No. 17 of 1954. Claims November 22 to Robert Alexander Rodgers, 25 Bedford Row, London, W.C.1.

COMPANIES WINDING-UP

Arch Products (Broxbourne), Ltd., 57 Blandford Street, London, W.1, furniture manufacturers.

A deficiency of £5,578 was mentioned at first meeting of creditors. The Official Receiver reported no statement of affairs had been filed but according to draft figures there were unsecured liabilities of £5,264. In addition there were preferential debts of £523 and a debenture for £1,358. The assets were valued at the figure of £1,567.

"On those figures ordinary unsecured creditors have no prospects at all," the Official Receiver said.

Company was formed in June, 1950, with nominal capital £2,000, of which £1,800 was issued. The only director now in office was Mr. Albert Edward Brown, who told the meeting: "I have expended every penny I had into the company."

Business was profitable until September, 1953, when a fire completely destroyed the premises in Wormley and the company's stock and severely damaged the plant and machinery there. Mr. Brown had said that stock was under-insured and compensation of £2,374 was received as against loss estimated at £5,000.

Mr. Brown salvaged and reconditioned the machinery at his own expense and company recommenced trading from Star Street, Ware, Herts.

The Receiver's receipts up to October 11 were £1,293 and, after payments, he had a balance in hand of £36.

A resolution was passed for the appointment of Mr. D. H. Pexton, accountant, 265 Strand, W.C.2, as liquidator, with a committee of inspection.

VOLUNTARY LIQUIDATION

The Furnishing House of Graham's, Ltd., 358-364 London Road, Westcliff, Essex, house furnishers.

At the statutory meeting of creditors (Mr. S. L. Graham, director, presiding), Mr. R. J. Steen, accountant, reported company was incorporated in May, 1948, with authorised capital of £25,000, of which £13,550 had been issued. It was formed to take over existing business carried on by Mr. S. L. Graham and another in partnership. After two years the other person resigned and transferred his shareholding to Mr. Graham for £4,000.

According to statement of affairs, liabilities were £13,737 2s. 5d. all due to unsecured creditors, net assets, £5,997 16s. 9d., deficiency, subject to costs of liquidation, £7,739 5s. 8d.

Mr. Steen explained that Mr. Graham was committed under a guarantee to the Bank in respect of their claim of £1,332 12s. 1d., and also as guarantor to three loan creditors. Therefore, he was committed far in excess of any assets he might have. With regard to the lease and shop front, there were a number of enquiries to take over the lease and any benefit obtained would enable a better dividend to be paid to creditors.

Trading accounts disclosed that for the year to March, 1949, there was net profit £410, but in following year net loss of £3,637, and for year to March, 1951, net profit of £2,130 on sales of £34,620. Accounts to March, 1952, revealed sales of £31,819, gross profit £5,813, and net loss £547. For year to March, 1953, sales declined to £27,717, showing gross profit £5,538, but net loss £1,512. Draft figures covering 19 months to October 31, 1954, showed sales £41,184, gross profit £6,491 and net loss £8,603.

(*continued over page*)

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VOLUNTARY LIQUIDATION

(from previous page)

Mr. Graham had attributed failure to lack of working capital; insufficient profit margin on sale of goods; Hire Purchase charges by finance houses; and to vast number of returned agreements back to company thus making them responsible for collection of debts. Company had also been handicapped about 18 months ago by floods which reduced collection of H.P. accounts to practically nil.

Mr. Steen mentioned that company had been under-capitalised for some years, and about two years ago, owing to shrinking working capital, attempts were made to obtain fresh capital but they proved abortive.

Creditors passed a resolution confirming voluntary liquidation of company with Mr. Cyril Metliss, C.A. (Stoy, Hayward & Co., 5 Giltspur Street, London, E.C.1) and Mr. R. J. Steen (R. J. Steen & Co., certified accountants, 3 Copthall Buildings, Copthall Avenue, London, E.C.2) as joint liquidators with a committee of inspection.

The following are creditors for more than £100:—

Associated Weavers, Ltd., £202; Blackwood Morton & Sons, Ltd., £208; Chapmans of Trowbridge, Ltd., £595; Epstein, Ltd., E. & H., £315; Evansville Cabinets, Ltd., £205; Goodacre & Sons, Ltd., Wm., £200; Goodman, Ltd., M. H., £218; Grant (Furniture), Ltd., S., £212; Herrman, Ltd., H., £107; Holmes & Smith, Ltd., £227; Lebus, Ltd., Harris, £1,782; Marshall & Co., Ltd., F. H., £100; Paragon Furniture, Ltd., £294; Poplar Furniture Manfg. Co., Ltd., £685; Reed (Furnishings), Ltd., H. W., £196; Remploy, Ltd., £121; Rest-a-Gest, £1,346; "Southend Times" £106; Gotlieb, H., £679; Miller, H., £500; Samson, S. L., £500; Shalman, P., £500; Wingate, R., £1,000; Lewis & Co. (Clothiers), Ltd., (loan), £1,000; Bankers, £1,332.

Increase of Capital

Hopewell's, Ltd., house furnishers and removal contractors, etc., 160 St. Ann's Well Road, Nottingham.—Increased by £7,500, in £1 Ordinary shares, beyond the registered capital of £17,500.

New Furnishing Trade Names

Permission to publish this list of Trade Marks has been obtained from the Controller of H.M. Stationery Office. The details have been taken from the "Trade Marks Journal," which may be obtained from H.M. Patent Office Sales Branch.

SUPER-MARIMO.—No. 730526. All goods included in Class 27 (Floor coverings, etc.). Storey Brothers & Co., Ltd., White Cross Mills, White Cross Street, Lancaster.

TOMO.—No. B725793. Blinds included in Class 20. Tomo Trading Co., Ltd., Oacket Boat Dock, Cowley Peachey, near Uxbridge, Middlesex.

SLUMBERHEAD.—No. 730211. Furniture, bedding (other than bed clothing), mattresses, divans, bolsters; and cushions, pillows and upholstered backrests for furniture, none being for surgical or curative purposes. Slumberland, Ltd., Tyseley, Birmingham 11.

NUWAY TUFTILINK.—No. 730688. Floor mats (not of metal). Nuway Manufacturing Co., Ltd., Endurance Works, High Street, Coalport, Ironbridge, Shropshire.

"THE TELECUSH."—No. 731099. Cushions (upholstery). Paul Marks & Co., Ltd., 23/24 Old Bailey, London, E.C.4.

BRINSMORE.—No. 731308. Rugs. J. L. Tankard & Co., Ltd., Swaine Green, Bradford, 4, Yorks.

SLUMBERFLEX.—No. 731151. Furniture, bedding, mattresses, divans, pillows (not for surgical or curative purposes), bolsters, cushions, upholstered seats and upholstered backrests for invalid use. Slumberland, Ltd., Tyseley, Birmingham 11.

CORONET.—No. 728391. Bedding (other than bed clothing), mattresses, beds, bed bases, divans, ottomans, settees, cushions (upholstery), pillows and upholstered furniture. Warwick Upholstery Co., Ltd., 16 Willow Road, Poyle, Colnbrook, Bucks.

CORONATION.—No. 728392. Mattresses, beds, bed bases, divans, ottomans and pillows. As above.

REGINA.—No. B728396. As above.

AJUSTESE.—No. B729464. Furniture. Elkay Furniture Products, Ltd., Keymer Street, Manchester.

THE BALLERINA.—No. 730970. Furniture. The Ballerina Woodworking Co., 116 Village Road, Bush Hill Park Enfield, Middlesex.

PERMAFLOR.—No. 731961. Floor coverings. Permanite Ltd., 455 Old Ford Road, London, E.3.

STOCKROOM DATE

WINTER & BLOOM, LTD. November 22 to 24 at Kenilworth Hotel, **GLASGOW.** Mr. G. Shulman and Mr. A. A. Winter in attendance.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Wastie, C. (male), Knares Knoll, Charlbury, cabinet maker. £10 16s. 0d. September 29.

Newell, Victor W., The Bungalow, Wilburton, Nr. Ely, furniture dealer. £43 11s. 0d. October 7.

Pateman, K. (male), (t/a The **Sunbyry Furniture Repair Service,** 245A Staines Road, West, Sunbury on Thames. £13 5s. 4d. September 2.

Rita, A. (male), 158 Mapledene Road, E8, cabinet maker. £17 10s. 0d. August 27.

Office And Catering Furniture Co., (a firm), 10 Museum Street, W.C.1, woodworkers. £10 2s. 3d. August 28.

Simpson, Daniel, 43 Warton Tce., Newcastle/Tyne, upholsterer. £11 6s. 0d. October 14.

"World" Service Bureau

Some Enquiries Answered

10,266.—Dunkley Prams.
10,267.—French gilt chairs from High Wycombe.
10,268.—Pedestal ashtrays with weighted base.
10,269.—"Superest" chair.
10,270.—Chrome tubular chairs with padded seats.
*10,271.—"Superba" carpet sweeper.
10,272.—Plain downproof cambric.
10,273.—Down quilt re-coverage work.
10,274.—Small inexpensive gateleg tables.
10,275.—Importers of Yugoslavian, Czechoslovakian and Bulgarian furniture.
10,276.—Walnut record holder cabinet.
10,277.—"Beatty" washing machine.
10,278.—Solid Windsor chair seats, slightly dished.
*10,279.—Semi-circular solid walnut hall table.
10,280.—Address of Industrial Staplers, Ltd.
10,281.—Address of Phœnix Rubber Co.
10,282.—Large folding tables for canteens.
10,283.—High grade traditional walnut dining-room suites.
10,284.—Trade mark "Morco."
10,285.—Wool and fibre mixture blankets.

* Means unanswered. Can any reader help?

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And because Flexible Packaging Ltd. are now a unit of The Metal Box Company, users of Diothene can take advantage of Metal Box design and research facilities—the most extensive in the country covering packaging requirements.

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PROFIT from Floor Protection!

No indentation
Glides smoothly
Easily fitted
Swivel action

For years, houseproud people have suffered the marks and dents made by furniture castors and metal studs on all types of floorings. Armstrong's Furniture Rests end all that! With a plastic bearing surface large enough to distribute the weight of the heaviest furniture, they glide smoothly—even over carpets. Made in 3 sizes, packed in sets of 4 rests, supported by advertising and display materials—they make a great appeal. Stock this profitable line NOW.

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***Use also Armstrong's* LINOLEUM CEMENT**

Low in first cost, it is also economical in use,—a thin application STICKS more tenaciously than "wall-buttered" applications of inferior adhesives. No creeping, no buckling edges, no peaking joints. Lay in a good supply of 1-gallon cans or 5-gallon drums for your next lino laying jobs.

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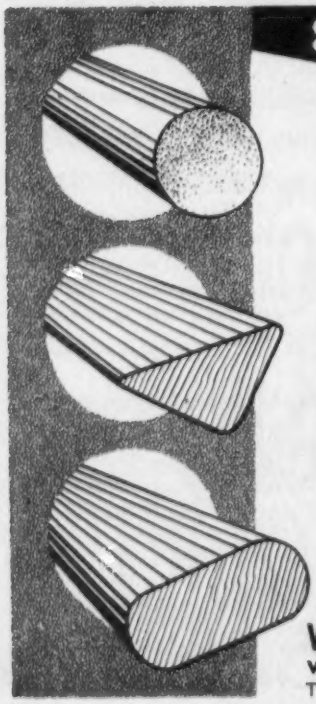
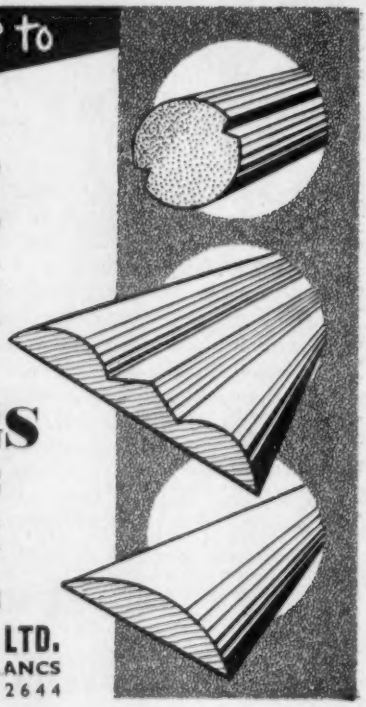
ARMSTRONG CORKCOMPANY LTD. (Flooring Division), BUSH HOUSE, ALDWYCH, LONDON, W.C.2. Phone: CHAncery 6281

Send your enquiries to





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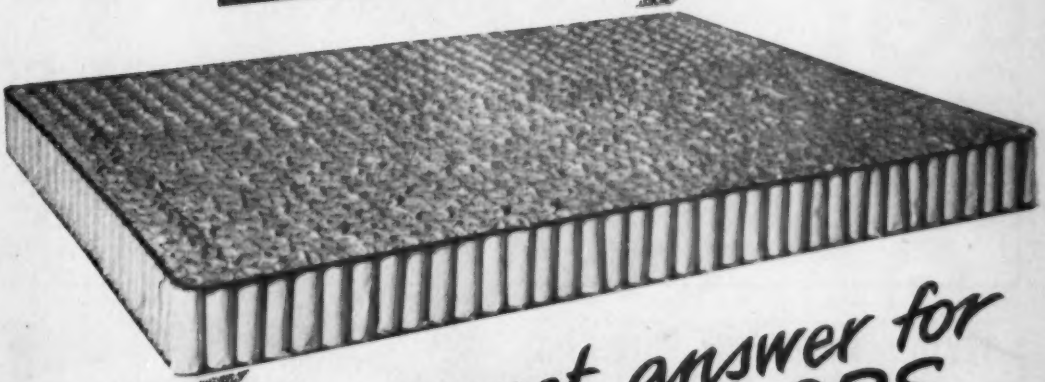

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Also UPHOLSTERY SPRINGS and spring units for the Bedding and Upholstery Trade.

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SUPERFICIAL appearance is not enough to tempt to-day's critical buyers. They want to know about durability—scratch resistance, colour permanency and freedom from blooming.

When you use finishes by Wellington you can assure them on all these and other points too.

We are always at the disposal of manufacturers to assist in overcoming finishing difficulties and you are invited to enlist the services of our technical staff.

WELLINGTON INDUSTRIAL FINISHES LTD.

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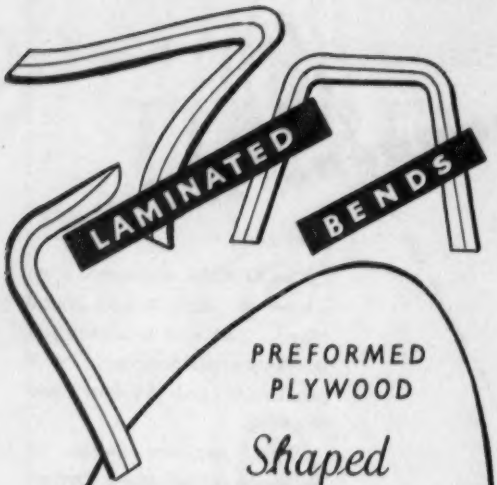

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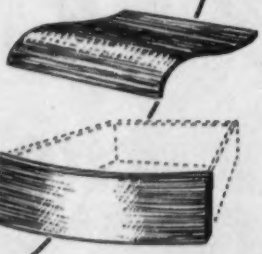
ALL TYPES OF LAMINATED CONSTRUCTIONAL BENDS AND PREFORMED PLYWOOD SHAPES



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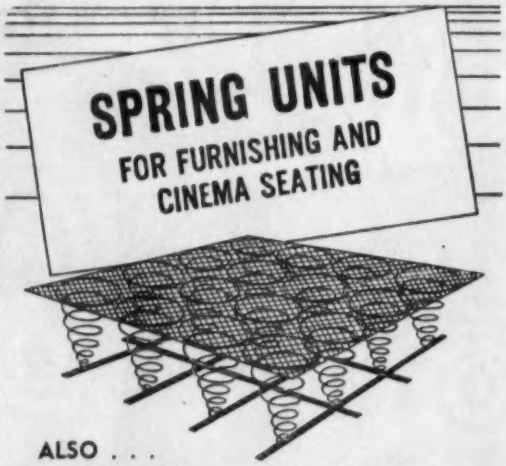

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MAHOGANIES:—

Gold Coast Mahoganies ...	½"—2"
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Utile	½"—2"
KATSURA	1" & 2"
SATINWOOD	1"—3"
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MAHOGANIES	½", ¾" & 1"
OAK	1"—4"
BEECH	1"—3"
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Furniture Squares, Ash Boules, etc., etc., etc.

GEO. H. SMITH (TIMBER AND MOULDINGS) LTD.

Hardwood, Softwood & Plywood

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Finished, in the finest style...

...and with the finest materials

Write for our current price list of:—

HOT SPRAY LACQUERS • CELLULOSE BASE LACQUERS • GLOSSY, SEMI-MATT & MATT FINISHING LACQUERS • SEALERS • MATCHING COLOURS

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Saxon Works, Rutland Road, Sheffield, 3

Telephone: 21284

HIGH WYCOMBE—

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REGISTERED TRADE MARK.

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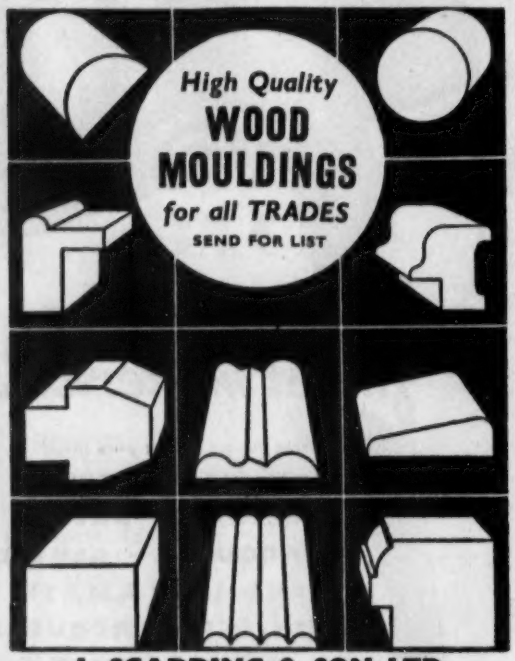

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The "DALE" Spring-Cushion Filling Machine will do the job quickly and efficiently

Price £28. Cash with order 5% discount. Delivery four weeks

EASY TO OPERATE—WILL PAY FOR ITSELF!

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(Iron & Steel Workers)
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WADDINGS—for all purposes

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West End Mills - Mirfield - Yorks

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"Situations Vacant" and "Wanted" and "Representatives Wanted"—2/- a line.
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THE ENGAGEMENT OF PERSONS ANSWERING THESE ADVERTISEMENTS MUST BE MADE THROUGH A LOCAL OFFICE OF THE MINISTRY OF LABOUR OR A SCHEDULED EMPLOYMENT AGENCY IF THE APPLICANT IS A MAN AGED 18-64 INCLUSIVE OR A WOMAN AGED 15-50 INCLUSIVE UNLESS HE OR SHE, OR THE EMPLOYMENT, IS EXCEPTED FROM THE PROVISIONS OF THE NOTIFICATION OF VACANCIES ORDER, 1952.

BROOK BROS. & DEAN, LTD., require young man or girl assistant in Trimming Warehouse; also Yarn Matcher.—Apply: 50-52 New Cavendish Street, W.1.

CARPET and Linoleum Planner and Layer with sound experience required immediately. Must be skilled and competent. Good wages. Five-day week.—Apply: Manager, Edmonds of Southgate, Station Parade, Southgate, N.14.

EXPERIENCED FIRST SALES FOR SOFT FURNISHINGS. GOOD WAGE. —PHONE VANDYKE 4321. GEORGE HARDWICK & SONS, LTD., HIGH STREET, WANDSWORTH.

DESIGNER REQUIRED BY WELL-KNOWN LONDON FIRM OF MASS-PRODUCTION BEDROOM SUITE MANUFACTURERS.—WRITE STATING EXPERIENCE AND SALARY REQUIRED TO BOX No. 9531 FURNISHING WORLD 180 FLEET STREET E.C.4.

SITUATIONS VACANT—Cont.

CARPET Buyer for two retail department stores in Suburban London. Must be experienced in medium and good class trade. Progressive position, good salary. —Apply, giving full details to: Personnel Director, Boardmans, The Broadway, Stratford, E.15.

CARPETS & LINOS. John Perring, Oxford, have a vacancy for capable Salesman; progressive position in expanding dept.—Apply: Manager, 9-11-13 George Street, Oxford.

EXPERIENCED FURNITURE salesman required. Good salary and excellent prospects. Also furniture porters required. —Apply Dawson Bros., Ltd., 139-149 City Road, E.C.1. Telephone: Clerkenwell 4026.

EXPERIENCED Salesman required to serve through, state salary and full particulars in the first letter, also Junior Salesman.—Apply: Secretary, Waymarks, Ltd., Tunbridge Wells.

FRENCH POLISHERS required for piece work Company. In Camden Town area.—Euston 8024.

FURNISHING Salesman, competent knowledge and experience of cabinets, linoleums and carpets, soft furnishings and bedding. Must be alert and good salesman. Thursday half-day closing.—Apply: Manager, Edmonds of Southgate, Station Parade, Southgate, N.14.

NORTH LONDON FURNITURE MANUFACTURERS REQUIRE ORGANISER TO MAKE UP LOADS AND CONTROL LORRY DRIVERS. WHEN REPLYING PLEASE STATE PREVIOUS EXPERIENCE, WHICH IS ESSENTIAL, AND SALARY.—BOX NO. 9540 FURNISHING WORLD 180 FLEET STREET E.C.4.

SITUATIONS VACANT—Cont.

FURNITURE. Experienced and capable salesman required.—Henry Haysom, Ltd., 2-6 Upton Lane, Forest Gate, E.7.

FURNITURE. Salesman required for large modern furniture store. Must be experienced Cash and H.P.—Apply: Mr. Lamerton, Davant, Ltd., 91-97 High Street North, East Ham, E.6. Grangewood 7017.

FURNITURE. Salesman required for Saturdays only. Good remuneration.—Apply: Mr. Lamerton, Davant, Ltd., 91-97 High Street North, East Ham, E.6. Grangewood 7017.

SALESMAN required (S.W. London) for furniture and carpets. Experienced H.P. and cash; age about 30; capable taking charge; knowledge second-hand furniture an advantage; good prospects for keen and energetic man.—Box No. 9530 Furnishing World 180 Fleet Street E.C.4.

SALESMEN required for extremely busy Branch. Good prospects and excellent opportunities for advancement.—Apply: Manager, Jays Furnishing Stores, 51-53 Clarence Street, Kingston-on-Thames.

PROGRESSIVE Scottish Upholstery firm, specialising in bed-settees and bed-settee suites requires Upholstery Foreman accustomed to good class mass production. Must be good disciplinarian. Every opportunity for advancement of salary given.—Write: in confidence, giving full information regarding experience, age, and salary required. Box No. 9541 Furnishing World 180 Fleet Street E.C.4.

WANTED.—Technician with good knowledge of wood and its allied purposes, for large organisation in north Liverpool. Applicants must have thorough workshop experience and be capable of developing laboratory and other tests and examination of furniture, etc., in its finished state. Permanent and pensionable appointment.—Write, giving age, full particulars of experience, and salary expected to Box No. 9540 Furnishing World 180 Fleet Street E.C.4.

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CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 77

REPRESENTATIVES WANTED

CARPET Importers specialising in exclusive hair cord and hair pile squares, rugs, and body carpets, require efficient representatives for most areas. Excellent opportunity and good remuneration.—Box No. 9547 Furnishing World 180 Fleet Street E.C.4.

COIR MATS, matting and continental and Indian carpet importers require representatives on commission basis in the following areas:
(1) South Coast.
(2) Wales & West of England.
(3) Midlands.
(4) Eastern Counties.
(5) North of England.
(6) Scotland.
—Apply: Box No. 9527 Furnishing World 180 Fleet Street E.C.4.

HIGH WYCOMBE. Well-known makers of Dining Room Suites and Fireside Chairs require representative for their West of England area.—Please apply with full details to: Box. No. 9548 Furnishing World 180 Fleet Street E.C.4.

REPRESENTATIVE Required for: (a) South Coast; (b) West (Bristol, Gloucester, Cheltenham, Bath, Weston-super Mare, etc.); (c) Midlands—either separately or combined (south of line Hull, Harrogate, Lancaster); to take over established connection in tubular steel furniture and hearth furniture; remuneration on commission basis.—Apply in confidence, to: J. M. Doughty & Sons, Ltd., 214-222 St. John Street, London, E.C.1.

REPRESENTATIVE required on commission basis by High Wycombe firm manufacturing competitive three-piece suites for London and Provinces. Must have good connections.—Box No. 9511 Furnishing World 180 Fleet Street E.C.4.

CARPETS, RUGS, LINOLEUM
WHOLESALERS—WELL ESTABLISHED AND WELL KNOWN IN THE TRADE, LARGE STOCKISTS, REQUIRE EXPERIENCED REPRESENTATIVES FOR:
THE MIDLANDS.
NORTH-EAST COAST OF ENGLAND.
SUBSTANTIAL REMUNERATION CAN BE EARNED BY EXPERIENCED AND EFFICIENT REPRESENTATIVES.—WRITE, IN STRICT CONFIDENCE, TO BOX NO. 9524 FURNISHING WORLD 180 FLEET STREET E.C.4.

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HIRE PURCHASE and Credit Sales. Immediate finance available to Retailers and Distributors. — Burlington Investments, Ltd., 1 New Burlington Street, W.1.

CAPACITY AVAILABLE

CAPACITY available for Loose Seats, Cinema Seats, Fireside Chairs, small work, etc. Ass., A.M.U.—Wilmot & Trussler, Ltd., PADdington 4930.

VENEER PRESSING

SHAPED AND FLAT VENEERING done to the trade.—Call or telephone Veneer Pressing, Ltd., 45 Virginia Road, E.2. Sho. 6800.

OFFER OF PARTNERSHIP

GENTLEMAN Seeks Partner for new premises in town of Watford, Herts.—Write: Box No. 9546 Furnishing World 180 Fleet Street E.C.4.

AGENTS WANTED

Can any Retailer recommend agents capable of extending connections for branded and nationally advertised Jagastan Carpets of Character, the **good** Carpets, Rugs, Runners and Staircarpet home-makers **can** afford, in the following areas:—
(1) **Lancs and Cheshire.**
(2) **East Midlands.**
(3) **Eastern Counties.**
(4) **Somerset, Devon and Cornwall.**
(5) **Yorkshire.**
(6) **Wales.**
(7) **Scotland, (South of Dundee).**
JAGER CARPETS, LTD., 362-354 City Road, London, E.C.1. Terminus 1469. Telegrams: **JAGERYARNS, London.**

TENDERS INVITED

DORSET COUNTY COUNCIL

TENDERS are invited for the period April 1, 1955, to March 31, 1956, for the supply of the undermentioned items for the School Meals Service:—

SECTION 1. Heavy canteen equipment.
" 2. Kitchen furniture.
" 3. Dining room furniture.
" 4. Kitchen utensils.
" 5. Cutlery.
" 6. Pottery.
" 7. Turnery.
" 8. Hollow ware.
" 9. Textiles (including overalls).
" 10. Brushes.
" 11. Miscellaneous (including mops).

Forms of Tender and further particulars may be obtained from the County Education Officer, County Hall, Dorchester. Please state section required.

Tenders must be delivered to the undersigned by 10 a.m. on December 18, 1954, in the special envelope provided marked "School Canteens."

C. P. BRUTTON,
Clerk of the County Council.

County Hall,
Dorchester.

BUSINESS OPPORTUNITIES

FURNITURE MANUFACTURERS specialising in lounge chairs, factory in Home Counties, capacity 500 lounge chairs per week. Owner desires additional finance for expansion, or would consider offer for sale outright.—Box 9534 Furnishing World 180 Fleet St. E.C.4.

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A NEW
SALES AID
A Fully Illustrated Catalogue of the
'ALDARE'
RANGE OF BEDROOM FURNITURE
Available now, write to manufacturers:
A. WARING LTD
WALLIS ROAD, LONDON, E.9
Established 1928 Tel.: AMHerst 7256

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 79

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 78

PREMISES WANTED

LARGE OR SMALL chain of shops required, suitable for the sale of furniture and radios, etc.; also interested in single units, situated in main thoroughfares in busy industrial districts or towns throughout the country; would consider long leases or purchase of property.—Details to Box No. 9108 Furnishing World 180 Fleet St. E.C.4.

BUSINESSES FOR SALE

BLACKPOOL. Well known and long established Flooring Contractors and Upholstery Business with extensive connections throughout the North West. Long Lease available on Shop, Warehouse, Upholstery Works and Unfurnished Flat. For Sale as a Going Concern. Price £3,000. S.A.V.—For full details apply: E. Gordon Round (Auctioneer and Estate Agent), 23 Bond Street, Blackpool. Tel.: 42646.

FURNITURE Business, South Devon Resort. Adjoining Main Street. Established over 50 years, 4,000 feet, Freehold property £10,000, quick sale, Owner retiring.—Box No. 9543 Furnishing World 180 Fleet Street E.C.4.

WANTED

ADVERTISER requires bedsteads in 1,000 lots.—Kindly forward illustrations and best possible prices to Box No. 9542 Furnishing World 180 Fleet Street E.C.4.

SERVICES AND SUPPLIES

SPEAKS FOR ITSELF . . .

"We are very pleased with the Price Tickets and should like you to repeat the order as soon as possible . . ."

(From Kent.)

Send your letterheading in unsealed envelope for free samples of changeable price tickets and Hire Purchase showcards.

CAMDEN PRICE TICKETS

99 PORTLAND ROAD, HOVE 3, SUSSEX

Telephone: 39684

MACHINERY FOR SALE

LATEST MODEL SCHUBERT tapeless veneer edge glueing machine complete with direct glue applicator. Brand new. Never used in production. Will accept reasonable offer.—Wavex Eng., Ltd., Tottenham, N.17. TOT. 3674.

WINDOW CRAMP to take 4 ft. x 4 ft., foot pedal operated, £15.—J. O. Grant & Co., Ltd., Frederick Road, Pendleton, Salford, 6.

MACHINERY WANTED

SECONDHAND BAND-SAW, suitable conversion band-knife. Preferred minimum 10 in. cut and moveable table. 240 volts A.C.—Box No. 9552 Furnishing World 180 Fleet Street E.C.4.

STOCKS FOR SALE

HARDWOOD dowels and pine broom handles. Best imported quality. Comprehensive range. Diameters and lengths. Prompt delivery. Samples and price list on request. Large discounts for bale lot orders.—Wessenden Products Ltd., Alresford, Hampshire.

JAPANESE LAUAN PLYWOOD, 72 in. x 36 in. 46s. 100 sq. ft. Nigerian Walnut Veneered one side 72 in. x 48 in. 1s. sq. ft. 4 mm. Russian Birch, B. quality, 59s. 6d. 100 sq. ft. in following sizes: 50 in x 50 in., 58 in x 58 in., 60 in x 48 in. —Spiers, 330 Hackney Road, London, E.2. Telephone: Shoreditch 8791-2-3-4.

PLAIN RUST UNCUT MOQUETTE, wool type, tax-free to clear; 11s. 9d. per yard, piece price, samples on request. Also clearances and regular leathercloths, moquettes, sundries, etc.—Barnes, 330 New Cross Road, S.E.14.

STOCKS WANTED

ONE-MAN BUSINESS wants to buy surplus stocks for cash. Bedroom suites and dining-room suites, coffee tables, television tables. For Spot Cash. Will call immediately. 'Phone WAT. 6177. Established over 60 years.

STOCKS WANTED—Cont.

LARGE Quantities Plywood coverboards wanted.—Price and quantity to: Box. No. 9545 Furnishing World 180 Fleet Street E.C.4.

FOR SALE

BARGAIN for Chair Manufacturers and Upholsterers—Complete sets dimension stock in beech and oak—forward delivery —Also unedged birch and beech and square edged home-grown beech. Prompt delivery.—Apply: Box No. 9526 Furnishing World 180 Fleet Street E.C.4.

CURVED corrugated iron ex-Army nissen type huts 36 ft. x 16 feet—£81. 36 ft. x 24 ft—£144. Delivered radius 150 miles London. Other buildings available.—Universal Supplies (Belvedere) Ltd., Crabtree Manorway, Belvedere, Kent. Erith 2948.

ENVELOPES (Dickinson), 1,000 3½ in. x 6 in., buff, 12s.; white, 15s. 9d.; carriage paid. Rubber stamps, stationery, labels, duplicating, printing. Samples with pleasure.—Warson, 7 Newton Avenue, London, N.10.

FOLDING CHAIRS, 5,000. Card Tables. Sale.—Duggans, Woodville Road, Cardiff.

FRUSTRATED BELGIUM EXPORT ORDER. Belgium mill offer 100 pieces of medium grade tapestry, floral design of modern taste, over four colours. Offers required for immediate cash sale. Wonderful opportunity for small manufacturer, or large wholesaler.—Box No. 9544 Furnishing World 180 Fleet Street E.C.4.

UNBLEACHED CALICO mattress covers, 8 in. Irish Borders for full-size spring-interior or soft beddings, made from heavy quality calico, 29s. each, covers to fit 4 in. upholstered base, 24s. All post paid. Cash refunded if dissatisfied. Special quotations dozen lots.—F. Holt & Sons (Bedding), Ltd., 108 Commercial Street, Brighouse.

DUST SHEETS

BRAND New Unbleached Heavy Twill. Sizes 12 ft. x 6 ft. and 12 ft. x 9 ft. Also Tarpaulins Brand New 1st Quality Jute, Size 18 ft. x 12 ft. All for immediate delivery.—S. Alter, 19 Oakley Avenue, Ealing, W.5. 'Phone ACO 1788.

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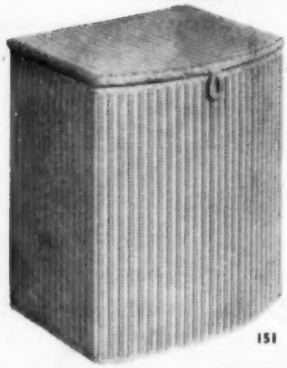

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